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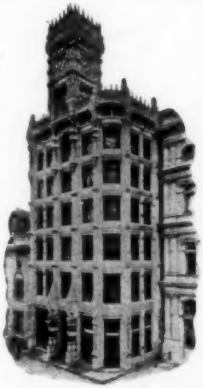
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIX. NEW YORK, JUNE 9, 1897. NO. 10.

BOOKS OPEN TO ALL



THIS IS THE HOME OF

The..... Philadelphia Record

Pennsylvania's Model Newspaper Plant; complete from its basement press-room to the cap of granite marking the sixth and top story, containing fifteen Mergenthaler Linotype Machines. A building as unapproachable in every detail as the paper itself.

The Record is a welcome visitor every day at more homes than the combined circulations of any other two Philadelphia newspapers reach, and is, of course, here provided with a home in keeping with its character — a journal whose object always has been, and ever will be, for both reader and advertiser:

THE MOST IN QUANTITY
AND
THE BEST IN QUALITY...

Average Circulation in 1896:
Daily Edition, 170,402
Sunday " 124,234

For rates address
THE RECORD PUBLISHING COMPANY,
Philadelphia.



Ponder well

when making up the year's advertising schedule. Consider the millions of people who do not live in cities, also the millions of money at their disposal, and their needs.

Don't be deceived by statements that these people can be reached and their trade secured through other mediums than their local weeklies.

To extensive advertisers this means a very large sum.

Carefully invest it in these papers and the returns from the country people will be tangible and continuous.

No other papers will produce like results.

The country paper for the country people.

1,600 local papers comprise the Atlantic Coast Lists.
They are located in the towns and villages of the New England, Middle and Atlantic Slope States.
They reach weekly one-sixth of all the country readers of the United States.
One order, one electro does the business.
Catalogue and estimate for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIX. NEW YORK, JUNE 9, 1897. No. 10.

THE TRAVELING ADVERTISER AWHEEL.

By Henry Sayles, Jr.

During the summer and fall of last year I was employed by the Hughes Brothers Manufacturing Company, of Dallas, Texas, to advertise its baking powders and other productions in towns and cities in Northern and Central Texas, within the territory of its traveling salesmen.

As the title of this article indicates, the bicycle was the sole means of transportation of myself and advertising outfit from place to place, including both railroad and inland towns, thus saving a large amount in the expense of a traveling advertising man. There were no livery bills, no railroad fares and no long waits and needless loss of time. When the work was completed in one town I moved on to the next. In this way one can advertise in the intervening country, reaching the country people direct. This outdoor advertising was done by stenciling, neatly and very quickly, the names of the concern's productions, in bright and attractive letters, on the bridges, barns and board fences along the roads. Unlike the bewildering number and variety of signs and posters in a town or city, these country signs are likely to attract; there is nothing to detract.



EQUIPPED.

There is no doubt of the efficiency of the bicycle as a means of transportation if loaded lightly, but there is a limit to the amount of advertising matter that a wheel can conveniently carry and still have room for a rider. To overcome this difficulty, and to prevent the wheel from becoming overladen at any time, the booklets to be distributed from door to door in the larger towns and cities, and the paper signs that were to be placed in all grocery and drug stores, were shipped by express to all the larger cities along my route whenever required. Expressage is costly; but railroad fares, time lost and livery bills are each heavier items than expressage.

The traveling advertiser awheel is destined to take the place of the local

distributors where circumstances and local conditions will allow.

Perhaps a little more of my own personal experience with this particular advertising venture would not be out of place. As many as forty to fifty miles per day were traveled (all measures given are absolutely accurate as per a Spalding cyclometer); this, however, was under favorable condition, when roads were good, villages small and far between and few places suitable for stencil work. An average of fifteen to twenty miles a day was made on my wheel, doing a quantity of stenciling work and advertising thoroughly in a number of towns on the same day. During the two wet, rainy spells I was assigned to the work of advertising in the towns along railroad lines, where the gravel roadbed made a very good pathway; also in the sandy river country, where rains make the roads better.

My advertising outfit consisted of a number of assorted posters and cardboard signs and six stencil plates for printing names. Signs and stencils were compactly and conveniently stored in a narrow frame satchel or box, attached to the rod connecting the handle with the seat, this box occupying all the space between the rods of the frame. This arrangement did not interfere with any movements in propelling the machine; on the other hand, it gave the wheel balance. A tack hammer, a stenciling brush and cakes of stenciling ink, a quantity of advertising matter and a small satchel containing a change of clothes, were strapped to a luggage carrier fastened to the handle bars in front. It would surprise one to see the number of articles that could be packed in such small bundles, and still more surprising that the bicycle could carry all.

The wheel I rode was one of the best makes—it would not pay to attempt to use any but a high-grade wheel for work of this character—and never gave the least bit of trouble, beyond a few trifling punctures. This same advertising scheme proved an excellent advertisement for the wheel I rode, as it was able to withstand the heavy strain of rough roads and constant riding and still retain its appearance. Many questions were asked, and favorable comments made, concerning the wheel by merchants and their clerks, with whom I was thrown constantly in contact.

The following extract is taken from a letter I now have in my possession, written to me by the Hughes Brothers Manufacturing Co., which I think proves, more than any amount of argument could, that the foregoing described advertising venture was a success: "We assure you that we appreciated what you did, and have no complaint of any kind to make; in fact, we are completely satisfied with the results of our bicycle advertising venture."

WANAMAKER ON BARGAINS.

The Wanamaker New York store discusses "bargains" thus:

Many good people do not like to deal at stores in which bargains are exploited. They believe that an irrepressible conflict between regular goods and bargains is fundamental. The belief is not warranted. The plans of this store engird the world. Explorers for the goods of the year are now coming or going across the Atlantic and the Pacific oceans—their buying reaches to Asia and Africa and the remote corners of Europe. American products have constant attention. Thus comes the regular merchandise, at regular times, at regular prices.

But it is equally our duty to bring bargains. We have the chances. They come between the seasons usually. Hundreds of reasons demand that we should buy certain things at prices far below normal values. Should we discard these chances because fakes and shams have made the word "bargains" nauseating? Our aim is to make real "bargains" self-respecting—to redeem the word from undeserved disgrace. Abundant evidence appears that bargains and the best regular goods co-exist here.

ILLUSTRATED TESTIMONIAL.



"Your advertisement caught my eye while I was on my way to work to-day," etc.

ADVERTISING "ENAMELINE."

SOMETHING ABOUT THE ADVERTISING OF STOVE POLISH, WHICH HAS BECOME AN IMMENSE BUSINESS.

Few things of the kind are more widely known than the stove polish called "Enameline." Like several other household articles which have been extensively and continuously advertised, Enameline has become, indeed, a household word.

The firm of J. L. Prescott, of New York, deal in other things, but it is their Enameline by which they are best known. To such an extent has the trade grown in this one article that their new factory at Passaic, N. J., turns out more than two carloads of Enameline daily, and about five tons of tin plate are used every day in making tin boxes for this popular polish. The man to see about Enameline advertising is the manager, Mr. P. M. Berry, and I found him literally "up to his ears" in work. He explained that he was getting ready to go to Europe, and he wished to leave a "clean desk."

When I spoke of his advertising, asking him to tell me briefly something about it, he said, "I can give you just five minutes by the clock."

"That is all I want," I replied.

And so what Mr. Berry had to say in five minutes "by the clock" may be repeated in the following:

"Our advertising," said he, "has now grown to be so extensive and covers such a large field that it takes more than one man to attend to it. I can only see to it in a general way—*i. e.*, direct and manage it. The details are left to the two advertising agencies which place our different ads. They really deserve most of the credit, and if our advertising has been and is a success—and the sales of Enameline will show that fact—then, I think, the advertising agent, who has prepared the attractive ads and puzzled his brains to get results, should come in for his share of the praise, as he does for his share of the profits."

In reply to my question as to the manner in which the firm began advertising Enameline, Mr. Berry said:

"It is a long story—too long to repeat just now."

"Well, you might say something on that point in a few sentences."

"I will say that we gradually worked up to the volume of advertising as you see it to-day. When we started to advertise it was like going into the woods and trying to find the right path. One of the paths that led us to the right road was advertising by samples. We gave away thousands of boxes of Enameline, and we think, from the results, that every box proved to be a good advertisement. Thus, one housekeeper who had tried Enameline told what it would do to another; the latter would be induced to buy it, and then speak of it to a neighbor and so on.

"After a while we branched out and began to experiment. We tried this and that method, this and that medium. Some of them paid and some did not pay."

"What about the newspapers?"

"We advertised from the beginning in the trade papers, and we have never stopped using them. Our object was to get the dealers friendly to Enameline—to have them push its sale as much as possible. We use the trade papers because they reach the majority of the dealers at a moderate cost. I estimate that the trade papers reach about 75 per cent of the dealers in the course of the year, and they are the

Any dealer knows that a Stove Polish which other manufacturers try to imitate, is the Polish for him to sell. The enormous sale of



Enameline
The Modern STOVE POLISH

proves that dealers are friendly to it, and that consumers will accept no substitute for ENAMELINE. Why? Because it's THE BEST!

people whose trade, first of all, we seek—and we get it."

"What about the daily papers?"

"We have tried them, but I cannot say that they are the best mediums for us. Their rates are high, and it is difficult to trace returns from the money expended in daily papers unless you look for immediate retail sales."

"And the weeklies?"

"I have found several that bring very good returns, especially those that go into families and are read by the women of the household."

"And the magazines?"

"Some of them seem to bring results, and I should say that the popular or low-priced magazines pay the best. It will depend, however, on the kind of article as well as the price."

"What about the other methods of advertising?"

"I believe in outdoor advertising—in using sign-boards and posters. They stare the people in the face, and after awhile the name of your article becomes a familiar one. It is the same with having the name Enameline in the street cars. The effect of sign-board and street car advertising may not be immediate, but such advertising is, as the experts say, cumulative."

"Of course, you use circulars and pamphlets?"

"By the cartloads. We get them up attractively, usually with illustrations, sometimes in colors. The colored lithograph of our new factory at Passaic, N. J., found a conspicuous place in thousands of grocery stores."

"Do you believe in any one kind of an advertisement?"

"Yes, I believe in an advertisement which tells at a glance what it stands for. Every good advertisement has that quality, that feature. As a rule, we have the word Enameline stand out bold and plain, and the fac-simile of the tin box, which——"

At this point Mr. Berry called "Time!" The five minutes were up—away up. L. J. VANCE.

FOREMAN—There are two columns of advertising space left unoccupied

Editor—Then put in "Watch this space in our next issue."—*Princeton Tiger.*

HOTEL ADVERTISING.

A discussion with many hotel managers on the best time for advertising a summer resort brings out widely differing opinions. Curiously enough, this difference seems to be a matter of longitude. Eastern resorts have planned their advertising, put out the contracts and in many cases received the service and paid the bills before the owners of Western resorts begin to think about getting their due share of publicity for the season. As the date of opening is about the same in both cases, it is difficult to account for such a wide discrepancy. Each method has something to commend it. Most people know early in the year whether they are going to spend the summer away from home, and decide approximately where to go. Few, however, engage quarters until the buds are fairly out, on account of the prevalent idea that to do so means a financial sacrifice. These careful planners can best be influenced early in the season, and for them the Eastern method is superior.

On the other hand, there are a great many people who dislike to hamper themselves by definite plans made in advance. They want to find out what kind of a summer it is going to be, where most of their friends are to go, exactly how much money they can afford for their holiday and a host of other things. For these people early advertising has no value whatever. The effect of it has utterly passed away before they seriously consider where to go. At the last moment their decision is more a matter of chance than of anything else. They need to be reminded of the advantages of any particular resort at the very moment when they are going to buy their tickets, if they are to be attracted to it. There are always enough of these undecided ones to be worth angling for weeks after the season has actually begun. With the two sorts of people in the world—the careful planners and the creatures of impulse—it is impossible to make a single month or six weeks of advertising answer.—*American Resorts, Chicago.*



AN attractive "name-plate" used by a dry goods concern in Kansas City, Mo.





NEWS
AND OPINIONS
OF
NATIONAL
IMPORTANCE



THE SUN

ALONE

CONTAINS
BOTH





SEEN AT THE CENTENNIAL.

The Tennessee Centennial Exposition at Nashville presents many unique and novel attractions to the visitor, from an advertising standpoint. A bicycle eighteen feet high, perfectly constructed, even to the tires, meets the visitor's gaze as he enters the Transportation Building. A large sprocket wheel, six feet in diameter and eight times the size of an ordinary sprocket, with cranks of corresponding size, constantly revolving and showing the action of the ball-bearings, is another feature of this interesting building. Just outside the south entrance to the building is erected a mammoth passenger coach, 102 feet long, 24 feet wide, 30 feet high—twelve times as large as an ordinary passenger coach. It has two floors—one the floor of the car proper, used as a reception room, accommodating 450 people—while above is a room for the accommodation of newspaper correspondents visiting the Exposition. At one end of the car, suspended from the platform, is a sign reading as follows:

> TAKE THIS CAR FOR INFORMATION
> in regard to all parts of the South traversed by the
> SEABOARD AIR LINE.

Distributed in shady nooks about the grounds are a number of neat hot roast beef and ham sandwich booths, advertising the product of a prominent Chicago packing company, and at the same time catering to the hunger of the visiting multitude. In the terminal station this company exhibits a refrigerator car, bright yellow in color, showing the unique manner of transporting fresh meats. Another interesting exhibit in this building is the DeWitt Clinton train, the first run in America, 1831.

The shrewdness of the Exposition management was aptly demonstrated when arrangements were made with a local enthusiast on the subject of air ships, for the construction of a "sure enough" machine that would soar the skies. From a large barn on the summit of a rather prominent hill in the Centennial grounds frequent, previously announced ascensions are made, having the effect of greatly increasing the number of paid admissions to the grounds, and advertising the Exposition far and wide.

The "Midway" of the Centennial is designated as "Vanity Fair," and is a much-frequented portion of the grounds. The "Streets of Cairo," with its usual weird music, dancing girls, camels and Oriental personages; "Shoot the Chutes," "California Big Tree," "Moorish Palace," "Edison's Mirage," "Gorman & Boone Menagerie," "Chinese Village," "Colorado Gold Mine," and numerous beer and concert halls are the principal attractions on "Vanity Fair."

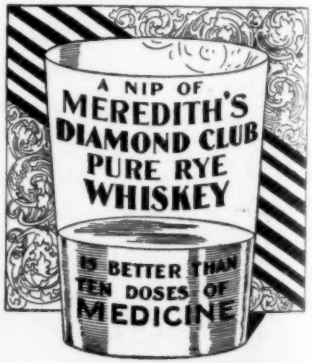
D. H. HOWARD.

HOW THEY GREW.

The big successes in advertising are those who have been at it for years, who started in a small way and gradually grew to be the commercial giants they are to-day. They did not start out with any false hopes. They knew at the commencement that they had a long and hard road to travel before the goal of success would be reached, but they also had faith that, by persistency, by "keeping everlastingly at it," they would win success, and they have demonstrated the soundness of their belief. Perseverance is really the keynote to success in advertising. Newcomers in newspaper publicity are seldom regarded favorably until they become better known to the community. The goods they offer for sale must be tested before they become popular, before people begin to talk about them. The first advertisements, as a rule, do not make many sales, but if the article is all right and the advertising is continued, the sales are bound to grow and the business to pay.—*National Advertiser.*

TOO OFTEN FORGOTTEN.

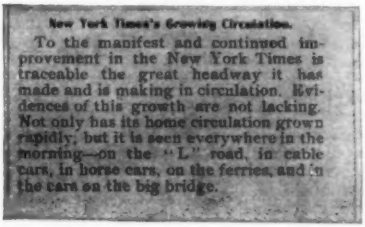
If an article is to be sold exclusively to women, a knowledge of women's likes, dislikes, tastes and hobbies is far more necessary than a technical knowledge of manufacture, although knowledge of manufacture is necessary.—*Advertising Experience.*



A PRETTY ADVERTISING CONCEIT.

GAINING STEADILY.

This is the kind of comment one now hears constantly about the NEW YORK TIMES:



New York Times's Growing Circulation.

To the manifest and continued improvement in the New York Times is traceable the great headway it has made and is making in circulation. Evidences of this growth are not lacking. Not only has its home circulation grown rapidly, but it is seen everywhere in the morning—on the "L" road, in cable cars, in horse cars, on the ferries, and in the cars on the big bridge.

The above extract is from *Newspaperdom*, a weekly New York journal devoted to the interests of newspapers. True, every word of it.

HERE IS AN EXAMPLE:—A. GOLDSTEIN, newsdealer, at 666 Columbus Avenue, New York, said, on Monday, May 31:

"The increase in the sales of the New York Times at my stand is remarkable. For the last four weeks I have increased my order on daily and Sunday editions every week. My sales of the Times are now double what they were four months ago. While the sales of other papers are falling off, the sales of the New York Times are steadily increasing. There is a great demand for the Sunday edition, because of the Illustrated Weekly Magazine, as well as for the Saturday edition with the Review of Books and Art. Almost every day some one of my customers as he steps up to the stand and buys a copy of the Times says something like this: 'How the Times is improving! We have now a morning newspaper of which the intelligent people of New York may feel proud.'"

The New York Times.

"All the News that's Fit to Print."

THE BARGAIN COUNTER.

The New York *Journal* recently published the following article on the bargain counter. It is here reproduced for what it may be worth :

A New York department store merchant is reported as stating that it is very doubtful if any New York department store has made a cent since January first. The bargain nuisance, he says, has been carried to such extreme that it has killed the legitimate profit business, and the department stores are feeling it.

The buying public has learned the ropes most thoroughly. Buying with them has come to be merely a plucking of bargains as they become ripe. Instead of being attracted by bargains and purchasing other goods at a profit, they buy only what is offered at a profitless price and wait for other stores to offer bargains in other goods needed. The merchant pays the freight.

It has been said that if a public meeting looking to the suppression of bargain counters were held to-morrow, the speakers whose denunciations would be fiercest, whose utterances would have the deepest wail of personal injury, would not be the shopping public, nor the sales persons, but the merchants. This apparently paradoxical state of affairs is capable of simple explanation.

The owner of a store conducting bargain counters—that is, of a department store—is in the position of a showman. To be successful he must have many of the same qualities which distinguished the late P. T. Barnum. He must know how to attract the public to his doors and how to interest it after it gets there. It was with the idea of offering a novel attraction that the first bargain counter was launched. Little did its originator realize what a monster he had given birth to, nor how terrible would be that monster's vengeance upon him and all his like. The public took to it at once and the inventor felt proud. His rivals immediately adopted the innovation and the bargain counter became an established fixture of every department store. Ever since it has been demonstrating its Frankenstein-like nature.

The bargain counter produces chiefly sleepless nights and deficits for the merchant. It is insatiable in its greed for attractive wares, relentless in its demands upon the time of the merchant, inexorable in insisting upon the best location and most valuable space. It casts its blight alike upon the merchant's profits, the employee's health and the patience of the customer. Those who believe that it is a snare of the merchant, whereby he gains large profits, know nothing of the actual conditions governing the management of a large department store. If the balance sheet of any one of the big stores could be published it would show so many items of loss and such small profits, where there were any at all, that the puzzle would seem to lie in the extracting of any net profit. In no other line of business are profits so small and the secret of success lies in the volume of sales and the frequent turning of the capital.

It is not to be asserted that the bargains are a pleasing fiction. The assertion will not hold. It belies the shrewdness of the average shopper. As a matter of fact, what the average shopper does not know about the value of merchandise in general, excepting possibly shoes to an extent, would be of little service to anybody. The merchant who attempted to fool her would be everlastingly sorry. On the other hand, she is an excellent advertising medium. Bargains would lose half their attraction to her if she could not display them to her friends, and in doing that she aids the merchant, who regards her as his ally and is always catering to her.

Nevertheless, the bargain counter is a terrible infliction to the merchant. Every other branch of his business is committed to the care of some competent person, but this requires his own attention. To secure attractive bargains, to go his rivals one better in quality, style or price, to bring his special offerings to the widest possible notice—these are the burdens laid upon him, and which do most toward making his gray hair and wrinkles. The depression which has prevailed in business for several years has driven the merchants to desperate expedients to attract trade, and the result has been the fiercest competition ever known, with a corresponding increase in the difficulty of satisfying the demands of the bargain counter. The merchants would be happy if the public would agree to rest content without bargain counters.

WHEN to advertise—*now*.

THE

San Francisco CALL

"SPEAKS FOR ALL"

ITS PATRONS

are found in the commercial houses and family firesides.

ITS CHARACTER

is pure, moral, fearless and progressive.

ITS CIRCULATION

has increased 50 per cent per annum under the present management.

ITS ADVERTISING PATRONAGE

bona fide, is greater than that of any other paper in California.

ITS FIELD

is the whole Pacific Coast—and it covers it thoroughly.

ITS REFERENCES

The excellent indorsement of every advertiser who has used it.

ITS RATES

and further information will be furnished gladly by

CHARLES M. SHORTRIDGE,
Editor and Proprietor,
SAN FRANCISCO, CAL.

Or....

D. M. FOLTZ,
Eastern Manager,
34 PARK ROW, NEW YORK.

It reaches the classes you want to reach.

It is Unnecessary

to argue about the value of country newspapers as advertising media; that was settled long ago. Everywhere their worth is acknowledged, and every year more advertisers utilize them.

The only question now is how to use them most economically and effectively. This can be best accomplished through the lists of the Chicago Newspaper Union, which number more than 1,500 papers, issued from the largest towns and villages in the great Middle West.

To insert an ad in every one of these 1,500 papers, representing an aggregate circulation of one million copies each issue, only one order and only one electro is necessary. We do all the detail work.

Catalogues and information on application.

Chicago Newspaper Union

10 Spruce Street, New York, N. Y.
87-93 S. Jefferson Street, Chicago.

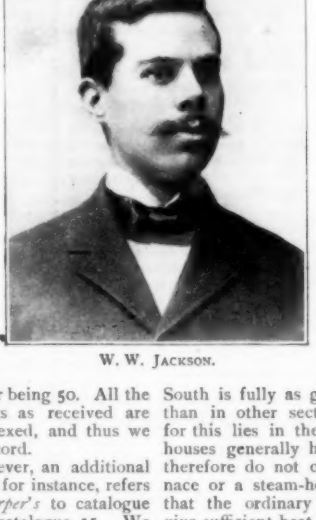
ADVERTISING GRATES.

MR. W. W. JACKSON, OF EDWIN A. JACKSON & BROS., MANUFACTURERS OF VENTILATING GRATES, TALKS TO A PRINTERS' INK REPORTER—KEEPING COUNT OF REPLIES—MEDIUMS—INTERESTING FACTS AND FIGURES.

Chancing in upon Messrs. Edwin A. Jackson & Bro., manufacturers and dealers in grates at 50 Beekman street, New York, the first remark a representative of PRINTERS' INK made was:

"I notice that in your last advertisement in *McClure's Magazine* you have made a mistake in your street number."

"Oh, no," responded Mr. W. W. Jackson, the clever advertising manager of the firm, whose portrait accompanies this sketch, "that is done designedly, and is our way of keying our ads. We invariably use this method the first year we advertise with a new publication, and sometimes even longer. It gives us a splendid index both as to the number and the character of returns. We use all the near-by numbers—say 51 for *McClure's*, 53 for the *Review of Reviews*, and so on, our true number being 50. All the names of applicants as received are registered and indexed, and thus we have a complete record.



W. W. JACKSON.

"We have, however, an additional index. *McClure's*, for instance, refers to catalogue 5, *Harper's* to catalogue A, the *Century* to catalogue 15. We went through the alphabet, and then started on numbers. But we really have only one catalogue. A recent compilation showed 15 per cent mentioned catalogue A, and also said they saw the ad in *Harper's*, 26 per cent mentioned catalogue A only and 17 per cent mentioned *Harper's* and not catalogue A. This gives 58 per cent of total returns indicated. When an order is received, either directly or through an agent, we search through our index book for the name of the buyer, and we can therefore readily tell what medium brought us the order. Of course, we learn from this, too, another important fact from an advertising point of view, which is the relative number of applications to orders. Also we find out the comparative value for our purposes of the various publications. Some of these bring us a great number of replies, but very few orders; others bring us many orders in comparison to the number of replies."

"What mediums do you use?"

"We never advertise in the newspapers, daily or weekly. We confine ourselves entirely to the mediums appealing to house owners, preferably those in the country. This would mean the magazines and the trade journals, more especially those in the building and kindred fields. We patronize most largely those in the East."

"From what section of the country do you principally gather trade?"

"Having an improved form of fireplace heater, an open grate heating on different floors, we find the demand in the South is fully as great if not greater than in other sections. The reason for this lies in the fact that Southern houses generally have no cellar, and therefore do not care to put in a furnace or a steam-heater, and yet find that the ordinary fireplace does not give sufficient heat."

"Would you give PRINTERS' INK the result of your advertising as indicated by your index book?" asked the reporter.

"I shall be glad to let you publish our returns. The results of '95 were as follows, those of '96 not being as yet complete. (Remember that *McClure's* was the only ten-cent magazine we used.) The cost of space is relative, the amounts given being in pro-

portion to the actual amount expended with each publication :

Medium.	Cost of Space.	Replies.	Sales.
McClure's	100	1384	150
Harper's	116	960	105
Century	25	203	22
Review of Reviews	66	508	63
New Eng. Magazine	20	43	6
Engineering Magazine	35	44	2
Carpentry and Building	55	240	12
Scientific American	53	148	20
American Homes	96	332	46

Some dozen other mediums were used at different times during the year, but not regularly enough to include in table."

"You sell mainly through advertising?"

"Entirely through that. We commenced advertising when we began business sixteen years ago. We never had a traveling salesman, and although we have agents in most of the large cities, these are mainly supplementary to the advertising."

"How do you follow up applications?"

"We send out in reply literature which we think will appeal most to that particular section. We find that the South will buy fully as freely as the North will ; the former choose our grates for their winter use, the latter for spring and fall."

"What is this supplementary literature?"

"It embraces a folder descriptive of the grates, and giving specific information, a type-written letter and a return postal, calling for our comprehensive catalogue. These are inclosed under letter postage, and the catalogue is forwarded on application."

Jackson Ventilating Grates



give over four times the heat of other open fires using the same fuel. Each will heat two or more rooms, on one or different floors, in zero weather.

In Spring and Fall

one will heat the entire residence, meaning an enormous saving in fuel and gain in comfort.

Mr. R. S. HICKS, Stafford Springs, Conn., wrote, Dec. 21, '96: "My Jackson Ventilating Grate has given best of satisfaction for twelve years. Have never met a person who was disappointed in a 'Jackson Ventilating Grate.'"

Reports of Grates

in use in your own section, with catalogue showing construction, sent free on application. Also catalogues of Mantles, Tiles, and other Fireplace Fixtures, if desired.

EDWIN A. JACKSON & BRO., 54 Beekman Street, NEW YORK.

(TAYLOR & JUDSON, 21 Linden Pl., Hartford—Connecticut Agents.)

"Do you frequently change your advertisements?"

"Oh, yes; every issue. We nearly always have them different in different magazines the same issue. And then we exchange them, as for instance we would put, say, our November *Century* ad in the December *Harper's*, and vice versa. In this way, we think we about cover the field of arguments each month, and at same time present each argument to the largest proportion of the people."

"But wouldn't some arguments fail in some sections?"

"Of course, in certain climates we could not at all use the same arguments, for it would be patent that what might be effective in the North would carry no weight with readers in the South."

"Do you run your ads through the year?"

"Yes, but we increase our space very materially in the fall. It is a question with us whether the July issue is of any value to us, considering the cost, and whether that much additional expended in the fall would not be a little better value."

"You don't use the humorous weeklies at all?"

"No. *Puck*, *Judge*, *Truth* and similar publications appeal, it seems to us, to an entirely different class of the people and, we know, would yield us very slight returns. We are considering the religious press, and possibly may go in when times improve."

"From your tabulated statements I infer that only about one applicant in ten becomes a purchaser?"

"That is about the proportion—on the whole, a fairly satisfactory one. It always puzzles me why some people apply at all, when they give internal evidence that they have no intention of buying. It must be the 'bargain spirit,' so rampant in our age—practically the same that impelled the lady in the old comedy to buy a barga.n door-plate on which was inscribed the name Thompson, because it might come in handy, since it was possible that her daughter might become engaged to and marry a gentleman whose name would be spelled that way."

"Through whom do you place your advertisements?"

"For the past two years through Pettingill & Co., of Boston. Before that practically direct."

J. W. SCHWARTZ.

OPINIONS.

By Free Lance.

The price of a paper, whether it costs a cent or two cents, does not necessarily indicate whether it circulates principally among the well-to-do or the poor. The one-cent paper is frequently a sensational sheet, and it appeals to all who love this morbid style of journalism, whether rich or poor. A two-cent sensational paper will frequently gain a far larger circulation than all one-cent sheets that are more respectable or duller. For years the journal then supposed to have the largest circulation in New York City was a two-cent sheet. It is the character of a newspaper, rather than its price, that attracts certain classes. If certain excellent dailies were to reduce their price to a cent, they probably would not increase their circulation very much, for the person who has been fed on the inanities of the new journalism could not be able to appreciate a good newspaper, even when offered to him at the lowest denomination known to the mint.

* * *

It is the practice of many newsdealers to tear out from magazines advertising pages containing announcements of subscription agencies. These subscription agencies offer subscriptions to magazines at a discount, and their advertisements are calculated to lead away some customers from the newsdealer. The practice of tearing out the pages is, however, a fraud on the public, which pays its money for a complete magazine, ads and all, and not for an abridged edition, such as is supplied by some newsdealers. If the newsdealer cannot stand the legitimate competition of the subscription agencies he should go out of business. Magazine readers who buy their magazines at a news-stand would do well to carefully examine the advertising pages, and if they find that some have been cut out cease to patronize that newsdealer. Every reader wishes to get his magazines as cheaply as possible, and the newsdealer who surreptitiously deprives him of the opportunity can be regarded in no other light than that of an enemy, to be shunned as soon as his tricks are discovered.

* * *

The Bookman is the name of an excellent monthly published in the metropolis. The most heinous offense of which a writer can be guilty, in the opinion of the editor of *The Bookman*, is to split his infinitives by inserting adverbs between them; to say, for instance, "to judiciously advertise" instead of "to advertise judiciously." Whenever an author indulges in this now generally sanctioned usage, *The Bookman* pounces upon the criminal as a heretic to the teachings of Lindley Murray and Goold Brown. But the "split infinitive" has come to stay, nevertheless.



OFFENSIVE ADVERTISING.

By Joel Benton.

A few days ago two street hawkers on Park Row were peddling with great volubility fac-similes of the N. Y. *Herald* of April 15, 1865, containing the matter and mourning lines used to announce the assassination of President Lincoln. At one cent per copy they were cheap enough, to all appearance; but when you came to open the inside pages only one column of the original *Herald* matter could be discovered, all the rest being the distressedly familiar and harrowing broadside of a patent medicine vendor. How the purchasers enjoyed this cheat, when they supposed they were getting what purported to be a particularly interesting historical souvenir, only a census that was not taken could really determine.

Some might consider it a sharp trick, and rather admire the slick performance; but certainly a good many, if not the majority, would be likely to feel themselves imposed upon, and to mentally resent the vulgarity of the exploit.

An advertisement—or at least a good one—is not merely something that forces attention to one's wares. It is something which persuades people to buy them. Does a cheeky trick like this induce any one to read with patience and in good temper what the perpetrator wishes to have read, and then send the reader to purchase the article? I very much doubt it. I should suppose a person would have indigestion or catarrh or malaria, or whatever the remedy so heralded proposed to cure, for a very long time before he would incline to buy a medicine that had been forced upon his notice in so coarse a way.

This incident is, perhaps, not so very important of itself, the cheat being such "a very little one," but it furnishes a point for a parable or, at least, a moral.

The moral is that impositions and disagreeableness are not paying factors in matters of business. And how many proverbs there are in all languages to show this! In the offensive *role* probably few outdo certain remedy-mongers and medicine vendors. Their field needs a tasteful supervision, and very often gets the extreme reverse of this. Do they suppose that patients who have sensitive feelings have no feeling in this matter, or that they are *non compos mentis?* It would almost seem so, when we consider the way they are addressed and sometimes hideously warned by certain newspaper advertisements and medicine circulars.

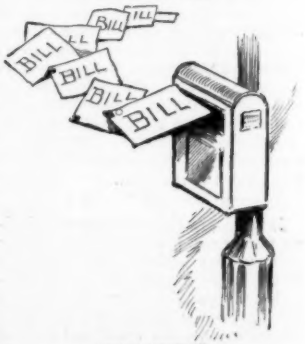
It must be remembered that an advertisement, in whatever form issued, is a dealer's manager or "drummer," to address, to corral possible customers. What you wouldn't have an agent say or say yourself if a customer should walk into your store or place of business should not be printed for his perusal. The shrewd seller does not aim to produce prejudice; it is his true purpose to prevent it. In his store he is all smiles and complaisance. He cultivates a placating temper; he tries to create a pleasant atmosphere and environment—something to be remembered and to come back to when necessity calls.

No advertisement is felicitous that begets counter associations—that leaves in the memory a disagreeable reminder and in the temper a feeling akin to resentment. But there are any number of advertisements that do this, and the wonder is, what are the authors of this literature thinking of when they write them?
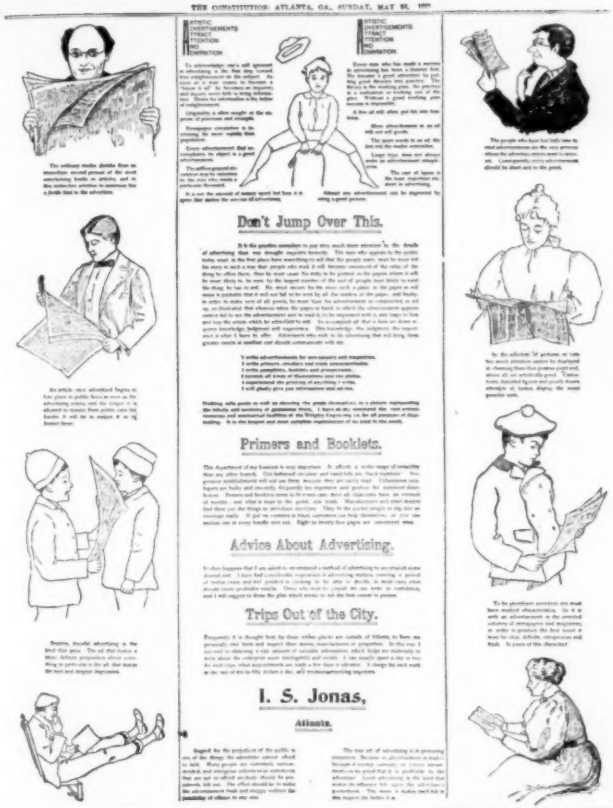
ONE MAN'S VIEWS.

A newspaper likes to be quoted, not because of the publicity, but because it is an evidence that its editor has been able to say something worthy of the consideration of the public. Next to this is the pleasure of seeing yourself quoted without credit being given. This is an evidence that you have been able to say something worth stealing, and it is the highest form of compliment that one newspaper man can pay to another.—*York (Neb.) Republican.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



EVERY MONTH."


THE CONSTITUTION: ATLANTA, GA., SUNDAY, MAY 23, 1897

ARTISTIC ADVERTISEMENTS TYPIFY ATTENTION AND CONVICTION

Don't Jump Over This.

Primers and Booklets.

Advice About Advertising.

Trips Out of the City.

I. S. Jonas,

Atlanta.

REAPING WHERE HE HAD NOT SOWN.

In a recent issue of PRINTERS' INK appeared the following paragraph :

The best pictures that appear in PRINTERS' INK's advertising pages are those of the Atlantic Coast Lists, every one of which is dainty and appropriate.

Going to show how PRINTERS' INK's suggestions are appreciated, a page from the Atlanta (Ga.) *Constitution* of Sunday, May 23, is here reproduced, It is an advertisement of I. S. Jonas, a Southern adsmith, illustrated by nine pictures, of which six were stolen bodily from advertisements of the Atlantic Coast Lists that have appeared in PRINTERS' INK. The Atlanta *Constitution* has always had credit for claiming everything in sight, and the Atlanta adsmith is evidently cultivating a capacity for seizing upon everything in reach. After all, when things are free and good, what is the use of paying out money for other things which are likely to be neither free nor good? PRINTERS' INK commends Mr. Jonas, and approves his taste—in fact, PRINTERS' INK has no more difficulty in swallowing Jonas and his effort than did the whale in the Old Testament in disposing of Jonas' Biblical ancestor.

NOT ADVERTISED.

R.—I see by the posters that F., the tragedian, travels under his wife's management.

D.—So do most men, only they don't advertise it.—*Orange Judd Farmer.*

8 THIS REPORT IS SENT TO **3986** GENERAL ADVERTISERS IN THE UNITED STATES & CANADA.

May, 1897.

MONTHLY REPORT OF THE
ADVERTISERS GUARANTEE CO.
ROOM 400 MARQUETTE BUILDING
ADAMS AND DEARBORN STREETS
CHICAGO, ILL.

Advertisers will be furnished upon application with a more detailed report of the circulation of any papers named herein.

The ADVERTISERS GUARANTEE CO. of Chicago and the FIDELITY AND DEPOSIT COMPANY of Maryland hereby certify and guarantee to advertisers, by Bond of Fifty Thousand Dollars ($50,000), deposited with the First National Bank of Chicago, Ill., as to the PAID circulation reported below.

Advertisers Guarantee Company, by J. D. Mason, President.

LOCATION	NAME OF PUBLICATION	TIME COVERED	AVERAGE DAILY PAID CIRCULATION EXCEPT SUNDAY	AVERAGE DAILY PAID CIRCULATION INCLUDING SUNDAY	AVERAGE SUNDAY PAID CIRCULATION	AVERAGE WEEKLY PAID CIRCULATION	AVERAGE MONTHLY PAID CIRCULATION	REMARKS
CALIFORNIA.								
San Francisco	The Examiner ... o	Month of March, 1897.	80,961		100,431	77,891		Covers Pacific Coast.
San Francisco	The Call ... o	Month of November, 1896.		45,045				Covers Pacific Coast.
COLORADO.								
Denver	The Rocky Mountain News ... o	Month of April, 1897.	22,031		31,761			Covers Rocky Mountain District.
DISTRICT OF COLUMBIA.								
Washington	The Evening Star ... o o	Month of April, 1897.	31,257					Covers Eastern and Southern States.
ILLINOIS.								
Bloomington	The Pantagraph ... o	Month of April, 1897.	6,515			6,741		Covers Central Illinois.
Chicago	The Daily News ... o o	Month of April, 1897.	331,896					Covers Central Western and all States.
Chicago	The Record ... o	Month of April, 1897.	197,899					Covers Central Western and all States.
Chicago	The Ram's Horn ...	Month of September, 1896.				80,004		Religious weekly.
Joliet	The News ... o o	Month of April, 1897.	4,360			1,406		Northern Illinois.
MINNESOTA.								
Minneapolis	The Times ... o	Month of March, 1897.	32,812		42,732			Covers Northwestern States.
Minneapolis	The Journal ... o o	Month of January, 1897	36,561					Covers Northwestern States.
Minneapolis	The Tribune ... o o o	Month of March, 1897.	94,442					Covers Northwestern States.
St. Paul	The Dispatch ... o o	Month of April, 1897.	32,364					Covers Northwestern States.
MISSOURI.								
St. Louis	The Republic ... o	Month of April, 1897.		55,663		Each issue †100,852		Covers Mississippi Valley, Western and Southern States.
NEW YORK.								
Syracuse	The Herald ... o o	Month of April, 1897.	22,156		31,975			Covers Central New York.
NEBRASKA.								
Lincoln	The Prair Freee ...	Month of April, 1897.				16,426		Covers largely Michigan, Illinois, Nebraska and Colorado.
PENNSYLVANIA.								
Philadelphia	The Inquirer ... o	Month of April, 1897.	130,776		122,884			Covers Eastern States.
TENNESSEE.								
Memphis	The Commercial Appeal ... o	Month of March, 1897.		16,239		43,557		Covers Mississippi Valley and the South.

† This being a Thursday issue, which our Copyright the average circulation of each issue. o Morning issue. o o Evening issue. o o o Morning and Evening issues.

EARLY AMERICAN MAGAZINES.

INTERESTING PHASES OF THE BEGINNING OF OUR PERIODICALS.

The history of magazine publication in this country prior to 1800 is an account of many worthy and hopeful attempts to launch out into the deeper sea of literary activity than occupied by the newspapers, but in every case the voyage was short and the shore soon strewn with wrecks. If the Colonial newspapers frequently had a hard struggle to win popularity and financial success, the magazines found the task still more difficult. These early magazines are curiosities more than examples of literary ability, although there are a few where considerable literary excellence was displayed, and the best writers of the time furnished them with some of their best efforts. Historically, however, they are all interesting as revealing different phases of life in Colonial days and in the years immediately following the Revolution, while the crude engravings of important persons and places which appear in certain ones have given these a value many times superior to their literary worth.

The editors and publishers of our first monthly periodicals were persistent, at any rate, and apparently not cast down at repeated failures. The number of publications previous to 1800 will doubtless surprise one unfamiliar with the subject. In fact, it is a surprise anyway that so many were called into existence with the almost inevitable prospect of a short and profitless life. About fifty-seven magazines were started in this country during the last century, and of these sixteen were published before the Revolution. Some idea of their success may be imagined when it is stated that only two survived for eight years, and only two lived six years, while in some cases only one or two numbers were issued.

The most successful magazine prior to the Revolution was the *American Magazine and Historical Chronicle* published in Boston by Rogers & Fowle, beginning September, 1743, and continuing through December, 1746, three years and four months. The title page had a crude engraving intended to represent the town of Boston, with some Indians in the foreground. It was modeled after the *London Magazine*, and its contributions consisted chiefly of historical items, moral essays, extracts from other publications, poems on love, happiness and kindred subjects. The next pre-Revolutionary magazine that held out well against adverse circumstances was not published in any of the large cities, but at Woodbridge, N. J. This was the *New American Magazine*, printed by James Parker, a well-known New York printer, and for many years the publisher of the New York *Gazette and Weekly Post-Boy*. The first number of his magazine appeared in January, 1758, and it continued for twenty-seven months, through March, 1760. It failed for lack of subscribers, the editor saying in the last number: "No other motive induced to discontinue the work than a deficiency in the number of subscribers to defray expense of printing." The New York Historical Society has a complete set of this magazine. It was one of the best for those times, and, following out the custom of signing contributions with Latin names, the title page states that it is edited by Sylvanus Americanus. This was the Hon. Samuel Nevil, a man of liberal education and a very good writer. He had been editor for several years of the London *Evening Post*, and after settling in New Jersey became Judge of the Supreme Court, Speaker of the House of Assembly, and Mayor of Amboy. He died in Perth Amboy in 1764.

It is characteristic of the ability of the man to see the name of Benjamin Franklin intimately connected with so many varied and important events of Colonial days. He shares with another Philadelphian the honor of the first magazine publication in America. In 1741 he published the *General Magazine and Historical Chronicle for all the British Plantations in America*. The title alone seems sufficient to founder the undertaking, and it lived only six months, from January to June. In January of the same year John Webbe brought out the *American Magazine*, printed by Andrew Bradford, and this aroused Franklin's ire, as he claimed that Webbe had previously contracted with him to do the printing, and for a while the rival printers had a lively newspaper war. Webbe had printed in Bradford's newspaper a prospectus of his magazine two months before, and with all due credit to Franklin it must be said that his was really a spite magazine to in-

jure his opponent's. Webbe's magazine survived only three months but it is interesting in being the first of the series of magazines bearing the name American. It did not contain much of interest. There will be found abstracts of the New Jersey, Pennsylvania, New York and Maryland Assemblies, an essay on money, and an account of the heavy snow and remarkable weather changes in and around Philadelphia during the winter of 1740-41. The New York Historical Society has a set of the rare three numbers, and on one page is this inscription, which tells a whole story in itself: "Elizabeth Heath, her book."

Three magazine ventures then followed in quick succession in Boston, the first being the Boston *Weekly Magazine*, beginning in March, 1743, and continuing through four numbers. In the same month of that year *The Christian History* appeared, and this met with better success, for it was published every Saturday for two years. It is noteworthy as being the first purely religious periodical in the country. Its publication was caused primarily by the great revival under the preaching of Whitefield, and its columns were filled with accounts of the growth of religious interest in New England. The third, the *American Magazine and Historical Chronicle*, has been previously mentioned. When that died, in 1746, Boston remained without a magazine for twelve years, when Benjamin Mecom, with more flourish of language evidently than ability, started the *New England Magazine of Knowledge and Pleasure*. In the poetical style of the day he states the ambitious scope of the magazine:

Containing and to contain
Old-fashioned writings and Select Essays,
Queer Notions, Useful Hints, Extracts from plays;
Relations Wonderful and Psalm and Song,
Good Sense, Wit, Humor, Morals, all ding dong;
Poems and Speeches, Politicks and News,
What Some will like and other Some refuse;
Births, Deaths and Dreams, and apparitions, too;
With some Thing suited to each different Geu.
To humor Him and Her, and Me and You.

It ceased to fulfil these promises at the end of five months.

New York City entered the magazine field Nov. 30, 1752, with the *Independent Reflector*. It was issued weekly, and survived until October, 1753. Its literary standard was considerably higher than most of its eighteenth century companions, for among its contributors were William Livingston, afterwards governor of the State; the Rev. Aaron Burr, president of Princeton College, and Gen. William Alexander, better known during the Revolution as Lord Stirling. The best magazine, however, published in this city before 1800 was the New York *Magazine or Literary Repository*, started in January, 1790, and continuing every month through December, 1797, eight years. It thus shares with Isaiah Thomas' *Massachusetts Magazine*, published in Boston from January, 1789, through 1796, the honor of outliving all other competitors. Both were well edited, and were rendered additionally interesting by the copper-plate engravings in each number. In the New York *Magazine* a specialty was made of New York City views, and these are now exceedingly scarce. Among them are views of Trinity Church, the old Government House on the Battery, the Belvedere Club House, a favorite resort on the East river; Columbia College, Hell Gate and the famous Richmond Hill House, then occupied by Vice-President John Adams. It is said that hardly half a dozen perfect copies of the eight volumes are in existence. The New York Historical Society has a complete set, but it took years to get together, and the New York Society Library has all the volumes, but the prints are lacking.

The literary pabulum presents a mixture showing that the editors did their best to satisfy all tastes. Scattered through the numbers of the first volume are religious essays by "Philobiblicus." "Juvenis" is also a steady contributor, showing his diversity of talents by two effusions in the first number, one on love and the other on the wonders of the universe. "Maria Morelove" writes a long letter telling how deeply she hopes for the magazine's success, and promising to influence all the young ladies she knows to subscribe. Stories and anecdotes from foreign magazines are generously used, and a dozen or more poems fill the last pages, with a brief summary of the acts of Congress, important foreign and domestic events, and a list of marriages and deaths. While some of the articles are sufficiently interesting, taking it as a whole the magazine would be considered rather dry and insipid at the present day. It ceased because enough subscribers could not be

obtained, and judging from the numerous appeals of the editors for encouragement, they had been almost on the point of discontinuing it more than once. Yet it seemed to start out with flying colors, for a printed list of subscribers was headed by the name of George Washington, President of the United States, and many of the most prominent citizens appear as its patrons.

All of these early magazines complain of the meagerness of original matter, sometimes more than half of each number being filled up with selections from books and other publications. Romantic stories for ladies, often continued as a serial for several months, were favorite selections. These were generally taken from English magazines, and while their reading is not very instructive, certain portions would be considered decidedly improper for a respectable magazine to lay before its readers to-day. A lack of delicacy is also very noticeable in the selection of anecdotes and bon mots, some of which would hardly be tolerated at the present day.

Besides the Woodbridge magazine a few others were published outside of the large cities. Connecticut had one at Bridgeport which lasted six months, and one copy is extremely valuable, as it contained a portrait of Washington. In 1794 a magazine was started in Bennington, Vt., but it got no further than one number. Charleston, S. C., had one for a year and a half, beginning January, 1797. It might be interesting, in closing, to mention that "Tom" Paine, before he became famous for his Revolutionary tracts, edited the *Pennsylvania Magazine* in Philadelphia from January, 1775, to July, 1776. Some of his contributions appear under the name "Atlanticus," and there is a little poem by him, entitled "Ode to Liberty," in one of the numbers. The Declaration of Independence was printed entire in the last number, and then the activities of war compelled a cessation of its publication.—*N. Y. Times, April* 10, 1897.

HE HAD HOPES.

Henpeck—Is this the office of "Quigley's Quick Cure"?

Patent Medicine Man—Yes.

"Gimme six bottles for my wife."

"Tried all other remedies without success, eh?"

"No, she isn't sick at all; but I saw in your advertisement where a woman wrote after taking six bottles, 'I am a different woman,' and I have hopes."—*Tit-Bits.*

ADVERTISING BY MEANS OF SONGS.

By John Chester.

Singing the praises of an article of commerce in a strictly literal sense used to be a very popular method of advertising in England in the early sixties. The greatest patrons of the music hall singers were the wine merchants, who paid handsomely those artists who could sing their wares into popularity.

The famous waltz song, 'Champagne Charlie," was written, composed and sung "to order," and it set all Great Britain singing the praises of "Moet and Chandon," the celebrated brand of champagne. It would be interesting to know just what it cost the wine firm, for it was unquestionably the biggest and most permanent advertisement ever given by a song to any commercial commodity. In the mansion and cot, in the city and rural hamlet, the refrain was enthusiastically taken up by people of both sexes and all conditions, and it is safe to assert that, for at least a year, there was not a man, woman or child in the British dominions who did not know the melody and chorus of "Champagne Charlie."

Later still came the almost equally celebrated "Cliquot" galop, the air of which was irresistably fascinating, and the chorus of which ran as follows:

Clicquot! Clicquot! that's the wine to make you jolly!
Clicquot! Clicquot! soon will banish melancholy!
Clicquot! Clicquot! drinking other wine is folly—
Clicquot! Clicquot! that's the wine for me!

"Sparkling Moselle" was another brand of wine advertised in England this way.

Much the same means have been used to advertise some of the great London and provincial resorts such as "Rusherville—The Place to Spend a Happy Day," "Margate," "On the Beach at Brighton," and many others, and there can be no doubt whatever of the tendency of these songs to popularize the different localities.

A real catchy melody, with appropriate words, in the hands of a singer of dash and power, is a splendid means of advertising, but it is not every nation that would tolerate such a method.

PROFANE BUT TRUE.

One of the severest tests of an intelligent gentleman is to sit and listen patiently and politely to the advice of a damned fool.—*Journal, New York.*

OUTDOOR ADVERTISING.

MR. R. J. GUNNING, OF GUNNING & CO., GIVES HIS VIEWS AND SUGGESTIONS.

Mr. R. J. Gunning is a man who does not believe that his kind of advertising is the only kind that pays. He believes that for certain kinds of articles signs or bill-boards will do better than other media, because it will introduce them with greater *eclat* and will keep them before the people in a larger way than the same money could do in periodicals. But he is willing to admit that the sign-board is not the best medium for everything.

Some of the best advertisers in the country are using signs, and most of these at the same time are using large spaces in the leading magazines, periodicals and newspapers. "Quaker Oats" is one of the best patrons of the sign-board, and also of nearly all other kinds of media.

I went to Mr. Gunning to find out what he had to say for the bulletin-board, and found him as liberal in his treatment of the subject as I expected. I found him trying to convince a new advertiser that he shouldn't try to tell his whole story on the bulletin-board, and advising him to use the newspapers, too.

"I suppose you outdoor people have troubles of your own in the sign advertising business," I ventured.

"I should say we have. One of our chief troubles is in holding inexperienced advertisers within the capabilities of outdoor signs. Too many of them misconceive the mission of a painted sign; especially is this true with advertisers whose experience has largely been in newspaper space. Force and reach are the twin powers of a mammoth wall sign, and the advertiser who undertakes to make such a sign serve as a price list or descriptive display of his goods wastes his money and robs the newspapers of business that properly belongs to them. Wall signs are introducers, familiarizers, establishers. If an advertiser wants to create a 'household word' acquaintance for his name or for a brand of goods, trade mark or catch-line, send him to the sign painter or bulletin-board man first."

"Then a painted sign should not aim to make too many points?"

"There is always room for one or two pithy, telling points on a painted sign, and the experienced advertiser never undertakes to make more. Take the 'Quaker Oats' signs as an instance. One point is 'The World's Breakfast,' and the main object of these signs is, of course, to familiarize the people with the name 'Quaker Oats'—to hammer it into the mind of the purchasing public until people will ask the grocer for 'Quaker Oats' instead of oat meal.

"This point is better illustrated by the 'Kodak' signs. If a person wanted to buy a small camera (and there are a dozen different makes) the chances are that he would go to a dealer and ask for a 'Kodak,' under the impression that all cameras were 'Kodaks.' You can appreciate from this the immense advantage the Eastman Kodak Company have obtained from their advertising of the word 'Kodak.' They have simply drilled the public into the belief that any kind of a small camera is a 'Kodak,' and the purchaser very naturally asks for it."

"Has there not been a great improvement in the character of advertising sign painting recently?"

"There is improvement, but it is gradual. There is no comparison between the work done now and that of ten years ago in an artistic sense. The quality, of course, is the same, as only the best materials can be used to advantage, but there is a gradual improvement in style and execution, as there is in all advertising. The limits of black and white have been reached in newspapers, but the scope of brilliant color work is practically illimitable. A great deal of pictorial work is being done at present, not only in sign painting, but in all advertising. In wall painting there is not much room for originality, as the points aimed at are massiveness, force and reach. However, we do have clients occasionally who insist upon originality, and manifest a strong inclination to get away from the far-reaching, ponderous style of lettering."

"In your judgment large spaces are preferable to small ones?"

"Not at all. The question of location is of primary importance, circulation deciding the value of outdoor advertising, the same as with other media. A sign containing one hundred square feet at the corner of State and Madison streets would be a thousand times more valuable than one of eight hundred square feet out on the prairie. The point we wish to make, however,

is the much greater value of a sign of eight hundred square feet at the corner above referred to, over the one of one hundred square feet. In other words, of two spaces—a large and a small one—in equally important positions on the same street, painted in equally attractive design, the larger one is bound to attract more attention, its immensity making it 'unoverlookable,' and, as a natural consequence, it has more readers, and is thus a more valuable medium for advertising.

"The larger the space the more certain it is of making the desired impression. But the strength of this larger space should be reinforced and made perfect by additional spaces on the same street, thus securing all the benefit of incessant repetition. In this connection another point of utmost importance suggests itself. In nearly every large city the line of division between the classes and masses is quite distinctly drawn, and in selecting space for a particular specialty this fact is always given due consideration, the object being to avoid the waste of effort which would result from placing a high-grade specialty in a neighborhood where the appeal is principally to a class from whom no patronage for that article can be expected. For instance, in advertising 'Purple Azalea' perfume a choice selection of spaces in the best parts of the city, where the greatest percentage of possible patrons would be reached, was made. Bulletin-boards were painted for this house to give a most winsome and attractive effect, which the nature of the article demanded. On the other hand, in pushing a plug tobacco like the 'largest piece for ten cents,' an entirely different element of the population must be reached, and necessarily entirely different localities must be selected. This condition is less apparent in Chicago than in any other city, but must at all times be given careful consideration."

"How do you regard the future of painted signs?"

"The future seems very bright—in fact, the business is only in its infancy. In Europe outdoor advertising is much more general than in this country. But the tendency here is very satisfactory. Don't understand us as intimating that painted signs are eventually to supersede other good methods, as we take the position that our work is most profitable and productive when used in connection with other recognized media."—*Miles Stanton, in Advertising Experience.*

THE FREE AD FIEND.

No man can occupy the editorial chair of a representative daily newspaper for forty-eight hours without being made aware that the thirst for free advertisement has become one of the master passions of mankind. It is not so much that there is a shabby desire to shirk the mere money cost of advertising. The great idea is to secure the advertisement without appearing to have any hand in it—to procure its insertion in the pick of the news columns as though it were an item to which the discerning editor attached much value and had himself been at the pains to obtain. These thrilling pieces of intelligence commonly arrive under cover of confidential notes which express a modest hope that they will be found to be of interest. On no account is there to be any indication in print of their source or origin. All the odium of the snobbery, the bad taste or the trading puffery of them is cheerfully left to settle upon the editorial head. The degree to which this pursuit of masked advertisement has grown of late years will be understood when I say that fully 50 per cent of my daily letters come from persons in quest of some such favor—from Mr. Jeremiah Bounder, M. P., who wants the world to know that he has been shooting with the Duke of Forfarshire, to the professional advertising agent who coolly forwards an ornate recommendation of some quack or company "whose advertisement is to appear in your columns." The self-respecting editor usually drops these communications one by one into the waste-paper basket, and they are no more seen. For myself, I have fallen into the habit of slipping them into a drawer reserved for the curiosities of journalism with which I propose to entertain a cynical old age. I confess, however, that when I hear Bounder, M. P., chaffed at a private dinner party about the use he made of his ducal invitation, and, in reply, protest that he is "excessively annoyed to find it got into the papers," and that it is "impossible to keep those newspaper fellows out of one's private affairs," I feel tempted to "squeal on him" there and then. For there is generally some fourth-rate parochial print ready to minister to the vanity of the Bounder tribe.—*Nineteenth Century.*

BREWING, BOTTLING, LIQUORS AND WINES.

By Louis James.

In the American Newspaper Directory you will find quite a number of papers under the heading of "Brewing, Bottling, Liquors and Wines." Some twenty-five papers are named as coming in this class; but of the twenty-five thus reported, it is fair to say that only eight or ten are worth the consideration of advertisers.

The Americans are a thirsty people. Their drink bill is enormous. A writer has recently estimated the cost of all kinds of drinks consumed in the United States in 1896 at $1,016,126,400. This means a per capita expenditure of $14.31 for our 71,000,000 people.

For the purposes of this paper it will be well to take up the publications in the following order: (1) Brewing, (2) bottling, (3) liquors and wines.

I. Of the papers devoted to the brewing interests, we may mention, first, the *Brewer and Malster*, issued monthly at Chicago, dated also New York. It is the largest in size and in circulation. Each number, printed in English and German, contains from 170 to 180 pages, of which almost two-thirds is advertising. You may wonder where all this advertising comes from, but the brewing business now covers a multitude of things. A score of minor industries depend or are affected by it. Every one who furnishes supplies is a possible advertiser, and these supplies range from engines and machinery to bottles, corks and labels. According to the American Newspaper Directory the smallest edition of the *Brewer and Malster* issued within a year is "not less than 5,500," and that is probably about right.

Next come two brewing papers published at New York. The *American Brewer* is the oldest, having been established in 1868. The subscription price is high, $6 a year. Each monthly issue is printed in English and German, and contains about 100 pages. The *Brewer* carries about the same kind and line of advertising as its competitors. Its circulation is rated in the American Newspaper Directory as J (exceeding 800 copies per issue).

The *Brewers' Journal* (sub-title, "Barley, Malt and Hop Trades Reporter") is a monthly, printed in English and German. It averages about 170 pages per issue. The *Journal* is not particularly different from the other papers of its class. Its circulation is said to be about 2,000 per month.

The *American Brewer and Bottler* is a comparatively recent comer in the field, having been established in 1891. It is a monthly of 50 pages, and, although a large circulation is claimed, I am not inclined to put it at much over 1,500.

For number of pages the *Western Brewer* (and "Journal of the Barley, Malt and Hop Trades") will compare with them all. It is issued monthly at Chicago, dated also New York. Each issue will run about 200 pages, making it a bulky catalogue. The circulation, correctly given by the American Newspaper Directory, is exceeding 800.

II. There are two representative papers devoted to the bottling interests, both published in New York City. The *American Carbonator and Bottler* is the oldest paper in the trade, having been established in 1881. It is a monthly publication of from 80 to 84 pages. It is well edited and well conducted, and presents a neat appearance typographically. The publisher claims a bona fide circulation of from 1,200 to 1,500 per issue. Of course, the advertising field of a bottling paper is confined more or less to those who furnish supplies to bottlers, such as bottling machinery, carbonating apparatus, flavoring extracts, bottles, siphons, corks, etc. Considering the number of dealers, the bottling papers get a large amount of advertising.

The *National Bottlers' Gazette* carries the most advertising. It is well printed, but seems to lack good editing. The *Gazette* is a monthly, of from 100 to 116 pages each issue. The publisher claims a large circulation for all three of his publications, namely, not less than 4,200 for the *Bottlers' Gazette*, nor less than 2,800 for the *American Brewer and Bottler*, and 3,200 for the *American Cider and Vinegar Maker*. Just how or where you can get so many people to subscribe for such trade papers is not very clear to the outsider.

The *Bottling Trade Review* was started in May of this year as a rival to the *Gazette*. There is also a *Western Bottler*, issued monthly at Chicago, and the *Supply Journal*, published at New York, also touches the bottling business. So that, with all five papers, the bottling trade is well covered,

and the bottlers cannot complain that they are neglected.

III. The oldest paper in the liquor trade is *Bonfort's Wine and Spirit Circular*, established 1871. It caters entirely to the importers of foreign wines and champagnes and to the whisky dealers. From their patronage the paper has grown strong and rich. *Bonfort's* is published semi-monthly, and its advertising rates, as announced on the editorial page, are $750 per page; double rates, or $1,500 per page, for advertising opposite to reading matter and on the outside covers. If obtained, this is pretty steep, considering that *Bonfort's* circulation is limited to the liquor trade, and is rated by the American Newspaper Directory at H, or somewhere about 2,250.

Mida's Criterion is the title of a paper published semi-monthly at Chicago for the wholesale liquor trade. It takes about the same field as *Bonfort's*, except that it is weaker in not having the patronage of so many importers, but stronger in the support of the Western whisky distillers. Typographically the paper is one of the handsomest of trade publications, being printed on heavy paper and in colors. The *Criterion* asks, and may get, the same advertising rates as *Bonfort*—that is, $750 per page, and double rates for space next to reading matter and on the outside covers. The circulation of the *Criterion* is an unknown quantity, but it is said to be not far from 1,500 per issue.

Among the other less prominent publications devoted to the liquor trade we may name the *Wine and Spirit Gazette*, published semi-monthly at New York, with a circulation of about 1,000; the *Western Broker*, issued monthly at Chicago, with a circulation of about 1,200; *Wine and Spirit Bulletin*, a semi-monthly, published at Louisville, Ky., and the *Liquor Dealer*, also semi-monthly, established last year in New York, circulation not given; the *Pacific Wine and Spirit Review*, a semi-monthly at San Francisco, with mostly a local circulation, which is rated by the Directory at K—that is, as exceeding 400 copies per issue.

The *American Wine Press* (and "Mineral Water News") is the appropriate title of a paper established at the beginning of this year at New York City. It is a monthly of some 24 pages, neatly printed and illustrated. For a newcomer, this paper has attracted considerable attention on account of the bright and aggressive way in which it is edited and conducted. The *Wine Press* is straight-out for American wines and American mineral waters, and carries the advertising of the leading concerns in these two industries. The paper should have a good field and future.

A few words in conclusion: One criticism may be passed on the leading trade papers we have been considering—their bulk. There seems to be a craze to get out a trade paper of a great many pages, as if a publication were judged by its size and weight. Some of these papers are not much better than catalogues.

AD.

"A d" spells ad, and ad is a good word. To continue to treat it as an abbreviation is an indignity. To keep everlastingly sticking a period after it is morally and mechanically wrong. The oft-recurring dot debases the chaste word and spoils the printed page. A few misguided persons put the word in quotation marks, which is even worse than abbreviating it. It reduces it to the level of common slang. Ad is a strong, proud and vigorous word, clearly entitled by convenience and common sense to its full glory in commercial literature.—*The Ad-Writer*.

TRUE.

The difference between success and failure, greatness and insignificance, is largely a matter of invincible determination and energy.—*The Trans-Mississippian*.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE BROOKLYN CITIZEN."

THE ADVERTISING GIRL

She was a most enchanting girl,
Rosy and plump, yet full of grace;
Her hair was perfectly in curl,
A winsome smile was on her face.
"You are so mirthful and so gay,
So free from care, fair maid," said I,
"Life must be one long holiday
Through which you wander happily."

"Oh, no, indeed, kind sir," she said;
"I've had no holiday for years;
I am the advertising maid
Who in the magazines appears.
Life is a whirl of crowded days;
Yet I am gay, and happy, too,
Because I find along its ways
So many pleasant things to do.

"From morning unto night I take
My fill of change and luxury.
There are a dozen firms that make
My gowns—the latest styles, you see!
The daintiest of gloves and shoes
Are stitched for me with special care;
I've all the kodaks I can use,
And all the furs that I can wear.

"Innumerable soaps and scents,
Candies and dentrifices, too,
I use with perfect confidence,
And recommend the same to you;
In each new style of underwear,
Braces and waists my form is clad;
I have pianos and to spare,
And twenty tonics make me glad.

"And when these varied interests pall,
Still wider joys to them succeed—
Those swiftest, sweetest hours of all
When on my bicycles I speed.
I have at least a score of wheels,
And through each magazine I whirl.
Ah! brighter bliss no monarch feels
Than crowns the advertising girl."

—*The Century.*

THE LITTLE STORE.

The service of the little store should be as perfect as that of the big store; it is just as vital to supervise details in the one as the other; the principles or qualifications that invite success are the same in the little as the big store. It requires the same sort of energy, perseverance, industry, economy, originality and force to do a little trade as a mammoth business. It takes just as much knowledge, shrewdness and pluck to buy one case of goods as a thousand.

If the little shopkeeper is well equipped, his business can no more stop growing than an oak can help growing under conditions favorable for development.

Every little storekeeper should exhibit courage, show ambition and look forward to a career of expansion. The power to accumulate is as great in rolling up money as is the power of a snowball to grow when rolled over fields of snow.

The spirit of enterprise will exhibit itself in the little quite as much as in the big store. It will always be indicative of something more promising ahead. Its morale, or tone, its style, equipment and force will be suggestive of growth, of increasing power, and give promise to the community of increasing resource and greater ability to serve.

Let the little storekeeper take courage, push forward with vigor, and not be thrown in the shadow because there are competitors doing a greater business. The future is a bow of promise to the man who has confidence in himself.—*American Grocer.*

THE DEPARTMENT STORE PROBLEM.

A great and growing sentiment against the department stores has been aroused all over the United States, and several of the States and many of the cities have tried, or are trying, to limit the operations of these stores by legislation. In Illinois particularly has the agitation been pronounced, and the force brought to bear upon the legislators has been so strong that the State Senate has passed a measure which, if ultimately signed by the Governor and allowed to become a law by the highest court of appeal, will practically kill the department stores. After several futile attempts by different legislators in the New York Legislature to have passed laws regulating the business of the department stores, Senator Martin, who has been prominent in this connection, has introduced into the Legislature a duplicate of the proposed Illinois law. This measure seems to be the best of its kind so far constructed, but it is by no means perfect, and we doubt whether any similar proposed law can be made so. We doubt if any classification or grouping of lines of merchandise can be made that will be just even to those merchants for whose benefit the bill is conceived. It is a difficult, if not impossible, matter to describe the limits of the stock of even the so-called specialty merchant. For instance, the progressive jeweler handles diamonds and precious stones, watches, jewelry, clocks, silverware, silverplated ware, bronzes, china, pottery, cut glass, fancy goods, bric-a-brac, fancy glassware, fans, canes, umbrellas, parasols, leather goods, toilet goods, optical goods and devices, instruments of precision, measurement, experiment and research, lamps, lamp shades, musical boxes and musical merchandise, fine art, sculpture, carvings, ivories, art stationery and cutlery. Still the jeweler is called a specialty dealer, and he is, perhaps, as much so as any other class of merchant. But in these days, in America, no one can truthfully be said to be a specialty dealer, and we do not think it is altogether desirable that he should be. A law such as proposed by Senator Martin, even were it constitutional, would cause a complete upheaval and revolution in business in the State, for any dealer, large or small, to carry the lines he at present does, would have to pay in licenses an amount of money that would more than equal his gross profits. This law, if enacted, would not solve the problem of the department store evil. No broad and just-minded man sees any objection to any merchant dealing in such lines as he may elect. The evil embodied in the department store does not reside in what the department store sells, but in the way the store sells it. The energies of our legislators should be directed not to the abolition of the department stores—an impossible undertaking—but to the minimizing of the abuses of common commercial honesty practiced by many of the proprietors of these establishments.—*The Jewelers' Circular.*

ADVERTISING ART.

All the resources of the skilled artist are now taxed to produce simply advertisements. There is more money for an ingenious and industrious wielder of brush and pencil in illustrating a bicycle or bonnet catalogue than in painting a rare landscape. It is not a sign of degeneracy in art either. It is a sign that the best artist's talents are at the service of the common people, and that his skill and ideality can educate and please the eyes of all.—*Hudson (N. Y.) Register.*

ADVERTISING A COUNTRY DRUG STORE.

CANISTEO, N. Y., May 27, 1897.

Editor of PRINTERS' INK:

In a recent issue of PRINTERS' INK I noticed an article on "Advertising a Country Drug Store," with sample ad, showing style of advertising. While there is no doubt that an ad of that size and nature will bring results, I contend that a larger ad, quoting prices, will be far more profitable to the druggist.

E. C. Barker, of Canisteo, N. Y., a live and up-to-date young business man, is the largest country drug store advertiser in the State. Canisteo is a thriving little town of about 2,000 inhabitants, and is located in the southern part of Steuben County, five miles east of the city of Hornellsville. There are three drug stores in the place, that of Mr. Barker being the largest. He carries, besides a complete stock of drugs, a large line of books and stationery, and several side lines. Mr. Barker has studied advertising methodically, and is now thoroughly convinced of the value of the newspaper as an advertising medium.

There are two newspapers published in Canisteo. Mr. Barker's contract with one of them calls for 1,500 inches of space for one year, also for small items each week, which are sandwiched in the local page, in the vicinity of correspondence. The space taken each week will vary from a double quarter to four whole columns. His ads are changed weekly, although they sometimes run two weeks, but the heading and introduction are always changed.

Usually he advertises from three to six classes of goods, giving a concise description of each article, quoting its price and the reduction made. He is also a firm believer in window display, and his large show windows are newly dressed every week, each window containing a neatly printed card calling attention to the goods shown.

In a recent conversation with him he informed the writer that since he began advertising so extensively his sales had grown nearly twenty-five per cent, and that he was positively convinced that if more druggists in the country would follow his methods they would profit thereby. LOUIS L. PRICE.

IN PHILADELPHIA.

PHILADELPHIA, May 28, 1897.

Editor of PRINTERS' INK:

A tally-ho coach, covered with lettering, setting forth the merits of "The Twentieth Century Bicycle Lamp," on top of which appears an enlarged nickel-plated reproduction of the lamp itself, attends race meets in the city and vicinity. With attendants in red livery, the advertisement appears to create a favorable impression on the thousands of wheelmen to be found at these functions; but a local lamp, represented in galvanized iron on a one-horse gig, in evidence at the same time, is not sure of profit from the comparison. Wanamaker's full advertisement appears in every issue of the *Record*, and the other Philadelphia papers, with one exception, get but a quarter or a third, while some do not have it at all—a fact that portends circulation for the paper named.

F. A. PARTENHEIMER.

GOOD advertising and good business to-day are closer friends than when PRINTERS' INK was started 10 years ago.—*B. F. Kingston, Adrian (Mich.) Evening Telegram.*

A DUNKIRK MAN'S SUGGESTION.

DUNKIRK, N. Y., May 29, 1897.

Editor of PRINTERS' INK:

It is almost impossible for the retailer to keep his mind on his advertising steadily enough to give it that regular attention which brings the best results. A majority of merchants who do their own adwriting fail at this point.

The hustling newspaper man knows this to his sorrow. Not one in nine dozen of the dealers who start out with the intention of changing their ads regularly carry out their excellent programme. There is almost a remedy for this in writing at one time a series of ads to appear consecutively. Let the merchant, with the help of the newspaper man if he choose, write out an ad for every issue for weeks or months in advance, and give instructions to the foreman to insert them in the order numbered. Arrange at the time the style in which they are to be set and all about it. Let the foreman, as soon as convenient, get the ads in type and perhaps submit them to the advertiser. Of course, provision should be made so that if the advertiser at any time has an unthought-of ad it can take the place of one of the series.

This has been found to work a charm in many lines of business, such as hardware, drugs, millinery, harness, etc. The dry goods people and the clothing men generally find it necessary to write many of their ads just before they go to press, but even they would profit greatly by having in hand, or in the hands of the paper, a few "any time" ads to go in in case they do not find it possible to write suitable matter for any issue of the paper. E. P. HARRIS.

A LOWELL SPECIMEN.

NEW YORK, May 31, 1897.

Editor of PRINTERS' INK:

I inclose an ad from the Lowell (Mass.) *Morning Courier* of May 14, which strikes me as being rather humorous.

JEFFERSON WETZLER.

THE...

WICKED FLEA

And every other kind of household vermin, including the festive **BUFFALO BUG** flees, and dies when **DEAD EASY**, at 25c. a bottle, is applied.

Sold by

TURNER'S DRUG STORE, **197** CENTRAL, OPP. HURD.

IT MUST BE LEARNED.

"How to succeed in advertising" cannot be written. It must be learned. Many successful business men have paid dearly for their first experience in advertising. They learned the secret through practical experience.—*Ad Sense.*

A FREE AD.

NEW YORK, May 29, 1897.

Editor of PRINTERS' INK:

A few enterprises such as Delmonico's, Tiffany's, Huyler's candies and the like, enjoy a kind of advertising that is worth a great deal, but which cannot be bought for money. This is the casual mention in stories and books as articles well enough known to warrant such allusion. Another article which seems to have attained this happy publicity is Royal Baking Powder. In *Scribner's* for June, page 749 of Octave Thanet's story, "The Noncombatant," it says: "Absently printing Race's name on a card flaunting the purity of Royal Baking Powder."

Would it not be a graceful courtesy for the office in Wall street to send Miss French a check? And what does the business manager of *Scribner's* think of it?

EARNEST ELMO CALKINS.

IN CHICAGO.

CHICAGO, May 28, 1897.

Editor of PRINTERS' INK:

"Buy now—pay later," is the invitation of a furniture store. The Masonic Temple Roof Theater advertises "ice cream soda matinees"; every lady who attends one gets a check good for a glass of Gunther's soda. A big clock face in a tobacconist's store bears the inscription: "Time to smoke." Some men have been arrested for counterfeiting the labels of patent medicines of established reputation. "If you buy it at Smyth's, it is all right," is a paraphrase of the *Sun's* motto. A saloon has a great drawing card in an orchestra of manikin automata. "If you want good times, patronize us," advertises a store.

C. E. SEVERN.

WRITING THE EDITOR.

In conversation recently with the editor of one of the English magazines Mr. Munsey learned that it is the custom with the English people to keep themselves in close touch with the publications they subscribe to. That is to say, they write to the publisher with a frequency and frankness that the American public never dreams of. These letters from readers, expressing their opinions of the various departments and articles—commenting on stories and verse, on authors and artists—furnish suggestions to the editor that enable him to interpret the public taste more accurately than it is possible for him to do without them.—*Boston Globe.*

ADVERTISING METHODS DEBATABLE.

The worth of an advertisement is a debatable question always. Some large advertisers believe that—in some businesses—any method of gaining notoriety is worthy. Others think that certain advertisements are worse than none. The argument is not to be settled. Time alone can prove the effectiveness of an ad. A lady seated in a street car said, "That DeLong hook and eye hump advertisement makes me sick." Did it? Certainly it had attracted her attention, for she knew the name of the advertiser and the thing advertised. But how about selling the article?—*Advertising World.*

ART, NOT CHANCE.

The following verses from Pope contain a truth that can easily be applied to adwriting:

"True ease in writing comes from art, not chance,
As those move easiest who have learnt to dance."

THE AUSTRIAN PRESS.

A correspondent of the New York *Nation* gives the following account of restrictions of the press in Austria:

If the degree of freedom of the press enjoyed by a country may be taken as a fair index of its enlightenment, a rather low position must be assigned to Austria in the scale of civilization. The law requiring every publisher of a newspaper in Vienna to deposit 8,000 florins (about $3,800) with the authorities before issuing a single number of the paper, and thus limiting journalistic enterprise to comparatively wealthy persons, was abolished last year, but the even more onerous burden of the newspaper stamp is still in force. Every number of a daily or weekly newspaper must bear a kreuzer (half-cent) stamp, a tax which is also imposed on every foreign newspaper on arriving in an Austrian post-office. Thus the price of the paper is greatly increased and its circulation diminished. Every one who takes a newspaper must either be a permanent subscriber or purchase it at certain places, chiefly at the "imperial royal tobacco shops." The sale of newspapers on streets, in cafes, restaurants or public places of resort, is strictly forbidden, and subjects the offender to severe penalties.

As the result of these repressive measures, there are published in the Austrian empire only 111 daily and 575 weekly journals. The same restrictions extend to almanacs, to each of which, no matter how small and simple it may be, a stamp of 6 kreuzers (3 cents) must be attached.

The effect of these taxes on the most popular means of diffusing useful information is perceptible in the extreme ignorance of the lower classes as regards all political, social and industrial questions of the day. Indeed, this is the sole object of the reactionary party in imposing such taxation on the spread of knowledge among the people. As a source of revenue it is of small account; the whole amount derived from stamps on Austrian newspapers and almanacs is 1,900,000 florins (about $890,000), and on foreign journals less than 180,000 florins (about $82,000).

COPYING ANOTHER'S ADS.

If the copying or adoption of another man's ads will, in the slightest degree, deprive him of the fruits of his originality, the act is a theft. If the copier is innocent of any such intention, if he uses the ad in an entirely separate field, and if his act can in no way work harm to the originator, there is little, if any harm done. The professional adwriters are the most sinned against in this regard, and the question is one of some importance to them; yet, as far as I know, their views in the matter are the ones just expressed.—*American Druggist and Pharmaceutical Record.*

THE NEW JOURNALISM.

"Help! Help!" cried the drowning man.
"I am drowning!"

"Jove! What an opportunity!" cried the reporter on the shore, whipping out his notebook. "Quick—tell me your sensations, and I'll give you a send-off in Sunday's paper."

But it was too late. The man had gone down for the third time.—*Ex.*

IN ENGLAND.

A man starting in practice may insert such an advertisement in the newspapers as this: "Dr. Theophilus Smith has commenced the practice of his profession at 10 Duke street, Sigueville." *American Druggist.*

NOTES.

A CHICAGO butcher advertises: "Get your brains here."

THE *Home Magazine*, Binghamton, N. Y., for June publishes an article on the New York Chamber of Commerce.

AN optician of Omaha, Neb., who makes a specialty of fitting children with eyeglasses, uses the picture of a woman holding up her child, which enthusiastically says: "Baby See More."

SCHILLING & CO., of San Francisco, are offering a prize of $1,000 to that user of their teas who supplies the missing word in the following sentence: "Schilling's Best Tea is not only pure, but it is ——— because it is fresh roasted."

THE record in Great Britain for the greatest number of advertisements printed in one issue of a newspaper is held by the *Scotsman*, its issue of May 1st containing 4,213 separate and distinct advertisements.—*Newspaperdom, New York.*

A MICHIGAN editor received some verses not long ago with the following note of explanation: "These lines were written fifty years ago by one who has, for a long time, slept in his grave merely for pastime."—*Sacred Heart Review.*

HERE is a delightful specimen of an advertisement published some time ago in the columns of a Dublin newspaper: "Lost, a cameo brooch, representing Venus and Adonis while walking on the Donnybrook Road about 9.30 last Sunday evening."

A NEW turn given to word contests is that of Wm. A. Leverett, a publisher of Council Bluffs, Iowa, who offers a prize of $10 for the largest number of *sentences* sent in made from the letters in the words, "The Trans-Mississippi and International Exposition."

THE Postum Cereal Company, Battle Creek, Mich., has given an order for one page one year in *Munsey's Magazine*, for which it pays $7,200. This is said to be the highest price ever paid for one page in any magazine, but the position, which is preferred, probably has much to do with the price, being the first page following the last page of reading matter.—*Commercial Union, May 27, 1897.*

THE *Westminster Gazette* tells of a canny Scotch peddler who has exhibited up-to-dateness. His stock in trade consists of a certain kind of sweet stickiness, retailed at a penny a section and known as "Turkish Delight." Since the Turko-Grecian war the peddler referred to is exhibiting the following home-made sign on his barrow:

Five thousand tons of pure Turkish Delight captured by the Greeks at the battle of Meluna Pass, to be heaved away at heartrending prices. Another big consignment, taken at the fall of Larissa, coming. Thousands of Turks and Greeks slain fighting for these identical goods. Now is the time to show your patriotism and sympathy for the Cretans. Eat Turkish Delight and solve the Eastern problem, at slaughter prices. Buy now, while the war is raging, and experience what the Turks are enjoying.

NO VACANCY ANYWHERE.

"I called," said the confident young man with manuscript sticking out of his pocket, "to see whether there is a vacancy in this office."

"No," replied the melancholy editor, as he looked around the place. "I'm sorry to say there is none. Even the waste basket is full."—*Indianapolis Journal.*

CREATING FAVOR BY ADVERTISING.

People are governed by their notions and prejudices. Take two brands of goods of equal merit, the one well advertised and the other not advertised, the odds are very much in favor of the first, simply because people are familiar with it. Everything is against the unknown article and everything is in favor of that which is well advertised. Put the same baking powder, for instance, into two boxes bearing different trade-marks, one well-known and the other unknown, and let the housewife try them. Suppose by some accident both become damp or musty, and fail to make good bread. She will be more charitable with the advertised article. If she has been using this and found it satisfactory before she will blame circumstances and not the powder. The other brand will get the blame in any event. In a sense, then, advertising is the creating of notions and prejudices in people's minds in favor of the goods advertised.—*Advertising Experience.*

THE BARGAIN COUNTER.

The bargain counter is a terrible infliction to the merchant. Every other branch of his business is committed to the care of some competent person, but this requires his own attention. To secure attractive bargains, to go his rivals one better in quality, style or price, to bring his special offerings to the widest possible notice—these are the burdens laid upon him, and which do most toward making his gray hairs and wrinkles. The depression which has prevailed in business for several years has driven the merchants to desperate expedients to attract trade, and the result has been the fiercest competition ever known, with a corresponding increase in the difficulty of satisfying the demands of the bargain counter.—*N. Y. Journal.*

THE COST OF POSTER ADVERTISING.

A firm advertising a grocery specialty recently contracted for a thirty days' display in the State of Massachusetts and found that the entire cost, including paper, posting and express charges, was about $1,800. It took one thousand eight-sheets, which cost $450, and eight thousand one-sheets, costing $320. The display went into thirty-two cities and towns, and included Boston and suburbs. The eight-sheets were put up on the "listed, protected and guaranteed" system, which cost $662 to maintain. The single-sheets were posted "as chance may offer," the bills for same aggregating $320, while the balance of $48 went for postage and express charges.—*Profitable Advertising.*

GIVE PICTURES ROOM.

The handicap that contracts the usefulness of the picture is that many advertisers are slow in learning the necessity for giving the picture plenty of room. A trifling illustration, occupying an inch of room, cannot present its case as strongly as one three times as large. As we grow wiser we will give illustrating more space as well as more consideration.—*Dry Goods Economist.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Printer with $4,000 cash. Address for particulars, "MEXICO," Printers' Ink.

WANT to buy paying weekly. Give particulars of town and paper. "B.," Printers' Ink.

WANTED—Printers to try our half-tones. 1 col., $1; 2 cols., $2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

MAIL order business. No interference with other work. We tell how and furnish everything. Part'rs free. NAT'L INST., P. I. 67, Chicago.

WANTED—To communicate with good trade or class journal wishing active representative in Chicago. H. P. DIDRIKSEN, 225 Dearborn St., Chicago.

WANTED—To exchange a good-paying and well-equipped job office in a live town, worth $5,000, for daily or w'kly newspaper worth from $5,000 to $15,000. "G. C.," Printers' Ink.

WANTED—Half interest in paying Democratic weekly. Live Southern town preferred. Other propositions considered. By experienced newspaper man. "L. H." care Printers' Ink.

WANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

BICYCLE Editions—Sure to make money. Last year we issued a series of cuts to illustrate completely a bicycle edition. They proved tremendously popular. Scores of publishers found an edition of this kind readily yielded $50 to $300 profit. Our 1897 line is now ready. A larger number and more attractive features than heretofore. Wake up! Get something out of this bicycle furor. Prices, proofs, full information how to do it—free. Address HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL ORDERS.

HOW to make money in the mail order business. Address T. J. CAREY & CO., Publishers, 22 City Hall Place, New York.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

BOOKS.

HARTFORD BLUE BOOK, only authentic list of city's society people; corrected to date; 1,000 names; price, $2. Address THE BLUE BOOK CO., Box 620, Hartford, Conn.

SPECIAL AGENTS.

THE equipment of H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York, is especially adapted for handling the foreign advertising of leading daily newspapers.

ADVERTISING NOVELTIES.

WHEELS in your head, a new advertising novelty, cheap and up to date; going like wild-fire. Send for samples. BROWNELL, the Printer, Schenevus, N. Y.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

STEREOTYPE outfits, paper and simplex methods, $15. White-on-black and Granotype engraving methods, $5. Book, $1. Circulars for stamp. H. KAHRS, 240 E. 33d St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

MONEY talks and pictures tell the story. We make cuts for 50 cents, cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 201-213 East 12th St.)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

BOOKLETS FOR OPTICIANS.

AN optician who does nothing but a prescription business didn't know how to advertise without either hurting himself with the public or the oculists. He was told to

Ask Lewis about it.

He did. It took him an hour and a half to see the profit of a plan that Mr. Lewis had used with another man in Chicago. Mr. Lewis is now spending a generous appropriation for this optician. Address Mr. LEWIS, Manager THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit.

ELECTROTYPES.

A GOOD cut inside of two inches square of any subject for 50 cents. Try them. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

SETTING advertisements to make them stand *out* and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

MISCELLANEOUS.

R. B. ALLISON, of Valparaiso, Ind., will send recipes for three inexpensive embossing compounds, with treatise on embossing, for 25c.

DON'T sell out. Write at once for my free circular, "Do Not Sell Your Newspaper." There is money ahead. S. EDWARD PASCHALL, 1101 Betz Bldg., Philadelphia, Pa.

OWING to death of treasurer all advertising contracts of the Caton Med. Spec. Co., Boston, are cancelled, pending reorganization. Send copy and paper to above, marked "Attorney."

ANY boy can make good money retailing Dixiana Root Beer. Large profits made, no capital required. This is no "fake" or you would not see it in PRINTERS' INK. DIXIANA MEDICINE CO., Sheffield, Ala.

FOR SALE.

SECOND-HAND Taylor Pony cylinder, 18x24, cheap. C. CAREY, Yarmouth, N. S., Can.

FOR SALE—Great opportunity: Poultry paper and supply business, with exclusive lines, in great distributing point; estab. 6 yrs.; $3,000. MIDLAND POULTRY JOURNAL, Kansas City, Mo.

AS an inducement for cash we will sell one of the best paying $3,000 job printing plants in Dallas, Texas. Material nearly new; good run of custom guaranteed. Dallas is the best city in the best State in the Union. None but *spot cash* propositions considered. Address "R. K.," Printers' Ink.

FARM paper for sale: THE WASHINGTON FARMER, the only all-round agricultural paper in Washington. Reason, old age of owner. Also the lots and buildings and the steam plant, including job office with the paper or separately. Address THE WASHINGTON FARMER, North Yakima, Washington.

SUPPLIES.

VAN RIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'T'd, 10 Spruce St., New York. Special prices to cash buyers.

YOU can get best results by illustrating your ads. Try our 50-cent cuts. Any subject. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

LA COSTE'S List. Good papers in active cities. Rates low. 36 Park Row, New York.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE TIMES-UNION, of Albany, N. Y., is a clean, bright, original, independent and newsy paper, going among the very best people. Its large circulation makes it an exceedingly valuable advertising medium. JOHN H. FARRELL, editor and proprietor.

ADVERTISEMENT CONSTRUCTORS.

"ASK LEWIS ABOUT IT."

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 633 & 634 Temple Court, New York. Write.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Phila.

"ASK LEWIS ABOUT IT" when your ads need a doctor. THE ADVERTISERS' AGENCY, 923-925-927 Chestnut St., Philadelphia.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

PICTURES, with an ad in them—they are Brill's. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit. Send for prices and samples.

"BUSINESS" is the title of a very small booklet which I will send to any business man. WOLSTAN DIXEY, writer of advertising, 150 Nassau St., New York.

AM in New York for the summer; want two or three good customers to fit out with ads, designs, booklets, etc., for next season. R. L. CURRAN, 150 Nassau St., New York.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

THERE'S a difference between doing advertising right and doing it wrong. The difference appears in the bank account. Send for our latest booklet:

"Ask Lewis about it."

One expert calls it the cleverest thing he has ever seen or read. It's free to advertisers. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo.

WE have just finished the handsomest booklet for advertising paints ever issued. We made it complete—writing designing, printing. One of the largest and the oldest paint firms in the country was our client. Brill did the designing; Lewis did the writing. A copy of it free while the 500 we have last. Booklets, $10 to $50. Designs, $10 to $25. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit.

XX XXXXXXXXXXXXXXXXXXXXXXXXX XX
XX THREE LARGE ADVERTISERS XX
XX have already given me the preparation XX
XX of their fall advertising. They have XX
XX time now to give it calm, careful at- XX
XX tention and get it "dead right" to XX
XX hurl at the people when the campaign XX
XX opens. This leaves the mind and hands XX
XX free to get at the goods in a rush. It is XX
XX the shrewd and sensible thing to do. XX
XX These advertisers "win out" by it. XX
XX How about you? *WOLSTAN DIXEY, XX*
XX *Writer of Advertising, 150 Nassau St. XX*
XX *New York. (My little "Business" book- XX*
XX *let free.)* XX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

NATH'L C. FOWLER, the famous publicity writer, was submitted a large amount of various advertisements and booklets of mine. He made the following remarks about them: "Your ads are certainly effective. I can honestly say that they are far superior to fully ninety per cent of those presented by adwriters. . . . Your flow of language is remarkably good, pleasant and effective. Your headings are to the point and mean something. Your booklets are as readable as a story, and of strong business effectiveness; they are of most commendable simplicity in art." I write ads for retailers and general advertisers, booklets and circulars. To new customers, two sample ads for $1. Money back if not suited. Send full data. C. J. ZINGG, Farmington, Maine.

MY booklet
called
"How"
another
called
"Plain Talk on a Vital Question";
another
called
"Making It Pay";
and
my (copyrighted)
"Confidential Symptom Blank"
ought to give any business man a fair idea of what I can do for him, and about what I should expect to get for doing it.
No charge for them.
CHARLES AUSTIN BATES,
Vanderbilt Building,
New York.

BUSINESS PRIDE.

There is a sense of pride as well as a source of profit in having your advertising well written, well illustrated and well displayed.

It's a good deal like having a fine horse or a high-grade bicycle or a handsome home. You feel proud of it.

A really first-class business house cannot afford to have second-class advertising.

A really first-class business house, as a matter of fact, cannot hold its own if its business literature is not good.

We have the ability to make the best advertising.

We are competent to serve any advertiser in the world—to make his advertising properly represent his business.

One of our customers is a man who buys whole pages in the magazines.

His standing in the business world is high.

In ordering a big lot of work from us he says: "I want my advertisements to be positively as attractive as money can make them."

We have time to serve a few more such men who are very particular.

MOSES & HELM, 111 Nassau St., New York.

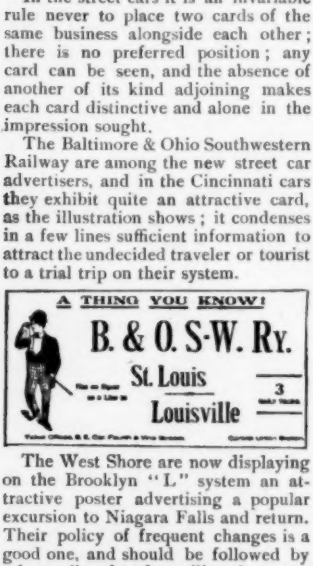


It is perhaps not generally understood to what extent the steam railroads are utilizing street car advertising at present; as its manifest advantages become more and more known to the general passenger agent he invests in the medium and becomes a convert.

The newspapers are undoubtedly a necessity for railroad advertising to present in detail time table and other information, but usually in the same columns are the advertisements of other roads—many of them competing—and results are not as aimed at.

In the street cars it is an invariable rule never to place two cards of the same business alongside each other; there is no preferred position; any card can be seen, and the absence of another of its kind adjoining makes each card distinctive and alone in the impression sought.

The Baltimore & Ohio Southwestern Railway are among the new street car advertisers, and in the Cincinnati cars they exhibit quite an attractive card, as the illustration shows; it condenses in a few lines sufficient information to attract the undecided traveler or tourist to a trial trip on their system.



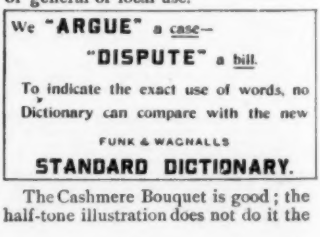
The West Shore are now displaying on the Brooklyn "L" system an attractive poster advertising a popular excursion to Niagara Falls and return. Their policy of frequent changes is a good one, and should be followed by other railroads who utilize the street cars or elevated systems.

The Liberty Bicycle's card condenses in a few words a world of meaning; the script line is good, and avoids the tendency to indefiniteness that appertains to lettering of this character.



In the card of Funk & Wagnalls there is great room for improvement; the wording is all right, but it is too conventional in its make-up; this card, however, is one of those that were first used; the large ones are much better, and undoubtedly give better returns than those used first.

It was a daring experiment to leave the beaten path of newspapers in advertising a dictionary, but the very large returns reported by Messrs. Funk & Wagnalls, through Ward & Gow, the distributors, are not only gratifying to GEO. KISSAM & CO., in whose system of cars most of this advertising has been placed, but this success makes a strong and unanswerable argument as to the efficacy of street car and elevated railway advertising for any article of general or local use.



The Cashmere Bouquet is good; the half-tone illustration does not do it the

necessary justice that a card so attractive should receive. There are several others in the Cashmere series, and they are all excellent. The old firm of Colgate & Co. have never utilized street car advertising before, and this experiment in the cars of Boston should prove profitable, judging from the favorable comments on their cards that the passengers have been heard to make. Well, their soap is good, and if that part of the public who have never tried it can be induced to do so by seeing one of these cards, it's a sure thing that a continuance of its use will follow. Any good article benefits by publicity, and such benefit is usually permanent; a poor article can only enjoy ephemeral prosperity by advertising, but sooner or later all these conditions right themselves.



If more houses of the standing of Colgate & Co. would forsake ingrained ideas of years and investigate other methods of advertising than newspapers and magazines, the street cars would have exhibited in them more cards of America's solid merchants, the liability of losses on bad business would be eliminated and a mutually profitable era be inaugurated. This will come in time undoubtedly, and be brought about by such firms as GEO. KISSAM & Co. and others who know that the principles of business success and pursuance in their line are the same as those of concerns like Colgate & Co.

Another old street car advertiser has returned to the "fold." It is Mr. W. L. Douglas, who, some ten years ago, exploited his $3 shoes in many cars everywhere. He dropped street cars, however, and used newspapers exclusively until a short time ago, when he made a large contract for Eastern publicity of this character. His cards in the Boston cars have already proved their value, and doubtless Mr. Douglas will see that what's good one place certainly is in another.

Pearline, which was exploited only in the New York and Brooklyn cars, is now in all the New Jersey and Western cities of Geo. Kissam & Co., as also those of O. J. Mulford. This is another instance of one of the old-time solid business firms becoming converted to street car advertising. It took years to do it, and the credit, therefore, belongs to Mr. O. J. Gude, who is handling their large appropriation for this medium. Double cards are used everywhere, and frequent changes will be made. Just why the firm of Jas. Pyle & Son did not utilize street cars before is hard to guess, because this medium of publicity is singularly appropriate and unquestionably *the* thing for profitable advertising of their product. The Pope Manufacturing Company are placing street car advertising in a number of large cities. They have an attractive card. Their display on the Brooklyn Elevated has been in evidence for several years. The Pope Company are old advertisers, and expend thousands annually. Their adoption of street car advertising is only another evidence that the men of known success in the business world are becoming daily more convinced of the real merit and value of street car advertising properly done.

In Chicago Geo. Kissam & Co. are placing considerable bicycle advertising; not only is the Pope Manufacturing Company largely represented, but the United States Cycle Company, the Andrea, the Cullman, the Thistle and Monarch are all being exploited in the North and West Side cars. These contracts will run all summer and evidence the great growth of bicycle advertising.

Also it is significant in the respect of bicycle manufacturers breaking away from old methods of publicity and placing their announcements where they *must* be seen.

That it pays to advertise bicycles in the street cars is now no longer considered as doubtful—the returns *prove* the value. Many a possible buyer of a "wheel" has his or her mind made up by the rightly worded card of a bicycle manufacturer, and many come to the bicycle store to investigate, see and be convinced, who were drawn there by the invitation given them on the street car card. A. T. Stewart's favorite maxim in advertising was: "People go where they're invited." Now, a card in the street cars is a constant invitation—a continuous reminder; it never sleeps, never is thrown aside.

PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, JUNE 9, 1897.

IT is reported that Alfred E. Rose has become treasurer and general manager of the J. C. Ayer Co., of Lowell, Mass.

IT is the associating your name with something that people want and your power to convince them that you will do well by them that makes advertising valuable.

DON'T think that your advertising will take care of itself. Success only comes from constant work and perpetual vigilance. Never relax your care or you will be jeopardizing your business.

THE ten-cent magazine has reached the extreme West. The *Overland Monthly*, of San Francisco, the representative monthly of the West, announces the reduction of its subscription price from three dollars to one.

MESSRS. PETTINGILL & CO. advertise in this issue for ideas for safe deposit company advertising. In this connection it may be interesting to note that PRINTERS' INK has now in preparation an article on the subject of safe deposit advertising which will be published at an early day.

MR. ALFRED E. ROSE, of Scott & Bowne, tells the Little Schoolmaster that although he has tried religiously to save his files of PRINTERS' INK he finds that a number of issues have mysteriously disappeared. His conclusion is that the numbers must have proved even more interesting to some one else than to himself. And that is saying a great deal.

THE real advertising expert is absolutely sure of nothing except that very much regarding the subject is "yet to be learned."

DON'T expect too much from your first campaign. Returns to a new advertiser are necessarily slow. When you are better known you will be better appreciated

ADVERTISING is an art, and, like all arts, every man who practices it colors it with his own individuality. That is why only the most general rules can be given, and circumstances make even these general rules inapplicable in some cases. The only rule that will fit all contingencies is: Use your common sense and judgment on the case in hand. If you do not possess any common sense or judgment you should not advertise.

IN order to stimulate the sale of proprietary articles advertised in its columns the Cleveland (O.) *Press* recently conducted a druggists' competition. The city of Cleveland was divided into four sections, and a prize of thirty dollars was offered to the druggist in each section who, within the two months covered by the competition, should sell the largest quantity of proprietary articles. Blanks were furnished to the druggists on which to make returns. The main idea of the competition was that the result of the efforts of the druggists to outsell each other would be to make them refrain from substituting. That such a result would naturally follow, if the prizes offered were large enough, seems plausible; and the question arises, whether the amounts offered were attractive enough to conduce to such an end. The *Press* sends out an interesting monthly letter to advertisers, giving the number of drug stores in the city, the number that carry the article, how it is selling, what druggists say of it, the names of articles that are being used in substituting, suggestions made by druggists, the names of places where the goods are prominently displayed, the names of stores that are selling them at cut rates, etc., etc. The same plan is carried out by the St. Louis *Chronicle*, another of the Scripps-McRae papers. Only an advertiser who receives the information can tell whether there is any real value in it; and, even if there isn't, he cannot complain, for it costs him nothing.

No BOOK has yet been published which will teach a man to advertise. Books and the advice of others may aid the advertiser; but success depends (in every sphere of life) upon courage, persistence and the exercise of good judgment. It is the personality of the man, rather than the methods he employs, that makes advertising successful or the reverse.

A GOOD deal has been said in the newspapers recently going to show what a great man is Victor F. Lawson, of the Chicago *News*, and nothing that has been said anywhere overstates the fact. In this issue of PRINTERS' INK is reproduced the eighth monthly report of the Advertisers' Guarantee Company, a concern doing business in Room 408, Marquette Building, Adams and Dearborn streets, in Chicago, and whose business consists in inducing newspaper men in the various parts of the country to pay sums varying from one to several hundred dollars a year for the sake of having their circulations appear on twelve monthly statements sent out by this same guarantee company, printed in black, full-faced type, so that it can be easily compared with the circulation of Mr. Lawson's papers, which are from two to eleven times greater than that of any others named on the list. Mr. Lawson has always been liberal and judicious in his use of printed matter, and has generally paid the expense of his own advertising with as much cheerfulness as promptness—and nobody pays more promptly—but in no step of his brilliant career has he exhibited such transcendent genius as in his ability to induce two or three dozen brother publishers to unite in sustaining a company the sole object of which would seem to be the showing, beyond peradventure, how enormously ahead in the race Mr. Lawson's papers are as compared with even the most successful of his competitors in the various parts of the country. The eighth monthly report of the Advertisers' Guarantee Company is reproduced in this issue of PRINTERS' INK. No advertiser and no newspaper man can fail to be interested. Mr. Lawson's success in smashing the United Press is as nothing compared to what he is likely to accomplish in the way of inducing brother publishers to not only admit his towering influence, but to unite in advertising it at their own expense.

OUR POST-OFFICE.

Joseph S. Rich, secretary of the National Philatelical Society, recently sent out the following protest:

"Whereas, The National Philatelical Society has heard of the seizure of certain United States Periodical Stamps from 'The Walter S. Scott Stamp Company,' by certain officials of the Post-Office Department this day on the ground that 'said stamps were stolen, embezzled and purloined from the Government, that they were prepared and printed for the Government, and were and have ever since the time they were printed continued to be the property of the Government, and it has never lawfully and voluntarily parted with the possession thereof, nor have any of its officers, employees or agents had lawful authority to part with title and possession thereto,' and

"Whereas, It is well known that large quantities of said stamps were openly sold by the Government to the public for about ten years, notably under the terms of a circular issued by the Post-Office Department, and dated March 27, 1875, and that the Third Assistant Postmaster-General gave receipts for money paid for same; and

"Whereas, Over seven hundred sets of these stamps were furnished to the officials of the Universal Postal Union at Berne, Switzerland, most of which have long since passed into the hands of collectors; therefore, be it

"Resolved, That this society most earnestly protest against this unjust, oppressive and unlawful proceeding."

The seizure of these stamps was made by Deputy United States Marshal Morris at the instance of Assistant United States District Attorney Max Kohler, and it has caused a great deal of excitement and indignation among stamp collectors. The stamps in question comprise sixteen lots of newspaper stamps, all of them unused, and are valued at $75. The Walter S. Scott Stamp Company held an auction on Wednesday and Thursday evenings, and issued a catalogue of the sale. One of these catalogues fell into the hands of the local Post-Office authorities, and the replevin suit and consequent seizure was instituted.

Mr. Scott said yesterday that he would fight for the possession of the stamps. He has as his defense a circular issued on March 27, 1875, by E. W. Barber, Third Assistant Postmaster-General, offering the stamps for sale and a receipt in favor of R. R. Bogert of this city, and signed by A. D. Hazen, Third Assistant Postmaster-General, dated April 30, 1884, acknowledging payment for a part of the stamps. Mr. Scott said that similar stamps had been sold at every auction for the last twenty years, and were well known to all collectors.—*N. Y. Sun.*

It was this man Hazen who engineered the Post-Office attack on PRINTERS' INK in 1892. If there is another department of the Government that can compete with the Post Office in schemes for embarrassing business men and the public generally, PRINTERS' INK would like to know which one has a claim for so unenviable a distinction.

ADVERTISING is never too good. If it doubles a business once, it ought to be made to do it again.—*Dixey.*

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

Knight & Ward, of Waxahatchie, Tex., write:

Editor of PRINTERS' INK:

We trouble you with another ad for criticism. This ad appeared in daily and weekly papers, also circulars distributed over this city and near-by towns. We backed it up in the store with large cards attached to the goods advertised, and many that were not, bearing the inscription "Easter Sale" in black, with price in red. The goods were all prominently displayed—in fact, the whole store was on "dress parade."

Knight & Ward omit the most important and interesting part of their letter—they should have told whether the sale paid. That is the test of any advertising. And in this case they ought to know. I would say, on the face of it, that this advertising ought to have brought results. The ads and handbills sent are well written and well displayed. The ad is a full page, neatly divided by brass rule into squares, each devoted to a separate department, and the whole is surrounded by rococo border. The same page has been run off as a handbill. By doing this, I imagine, Knight & Ward save something on their bill for job printing. In a small office the cost of setting up a large ad is the chief item of expense, and cuts a far greater figure in proportion than it does in the office of a metropolitan paper. By using the same matter for the bill and for the page ad, a firm can save something of the expense. The other ad sent by this firm is a page also, advertising its opening. It is equally well constructed.

I am interested in these large ads, as they are unusual for a house situated like Knight & Ward. I am wondering just now how this advertising paid. Waxahatchie has a population of about 5,000. Space costs more there probably than it does in New York City, circulation considered. Knight & Ward offer some very low prices in their ads. I wonder how the results stack up. To my mind, they are doing very good advertising, unusual under their circumstances. I think it ought to pay them, and I am wondering if it does.

***

Clarence F. Chatfield is writing ads for the merchants of Owego, N. Y. Some of them are good, and others are not so good. The display of most of them is not what it should be. Here is the wording of the best two:

We are pleased to draw comparisons.

THE STAR FLOOR OIL

is odorless, light in color and equally as good for hard wood or pine floors, oil cloth or linoleum.

IT IS NOT STICKY.

It does away with scrubbing; the dirt can be removed with a broom or a dry cloth without raising a particle of dust.

IT PRESERVES THE WOOD.

It is used in several large hospitals because of its sanitary features.

Other oils have some of these features. The Star Oil has them all.

F. M. BAKER & SON, HARDWARE.

THE PHŒNIX

IS A WINNER.

The '97 models have improvements that *improve*.

There are no experiments for its riders to pay for.

Every new feature has been tested beyond the experimental stage.

Every improvement is a positive advantage.

Beach, the druggist, has the agency.

Ask him about

The Phoenix Wheel.

***

When A. G. Spalding secured control of the Christy bicycle saddle he sent hot foot for J. E. Sullivan. Mr. Sullivan is president of the American Sports Advertising Agency. Mr. Spalding wanted him to advertise the Christy. Mr. Sullivan said it would take ten thousand dollars as a starter. Mr. Spalding said, "Take it." Mr. Sullivan went to work. In a year, says Mr. Sullivan, 100,000 saddles were sold. Mr. Spalding attributes this, first, to the merits of the saddle, and next to the merits of Mr. Sullivan. All this is printed very prettily in a little book issued by Mr. Sullivan, who wants to know why he cannot do as much for other people. The book conveys the impression that the Christy saddle is the only thing the American Sports Agency has ever advertised. Otherwise it is very good.

This ad is set in a three-inch space in the weekly of a neighboring town:

ASK

any good dresser in Lacon as to the nobby tailors of this part of the State, and they will tell you that we are The Tailors. It's true many do not have their clothes made by us, but there are a good many reasons sometimes. For instance, a local tailor may owe him a store account and has to "trade it out" to get even.

Further, many are patriotic, and patronize home tailors to encourage home industries, but what mortification ensues when they go visiting to some large town and find their clothes 365 days behind the times. No such fear with our make of clothes. We are strictly up to date.

Suits from $15 to $75. Pants, $5 to $15.

Yours for economy,

M. W. KAHN & CO.,

Clothes Builders, Shirt Makers, Overa'l Constructors, Coat Manufacturers and General Hustlers.

CHILLICOTHE, ILL.

There is too much for one ad, and such a small ad at that. There is matter for a dozen good ads in this one, which should be run in succession, changing copy each issue. Otherwise, the ad is well written.

***

Mr. H. F. Lackey, of Bridgeport, Conn., writes:

I inclose for criticism a copy of our ad, as it appeared in the Bridgeport *Herald*. The ads are changed each week. I have been a student of the Little Schoolmaster for over two years, and find it indispensable. If you find the advertisement worthy of mention, I'd appreciate it.

Here is the advertisement:

GOIN' A-FISHIN'? IT'S TIME!

The signs are just right. So is our stock of Fishing Tackle. We have everything but the "bait."

BASEBALL GOODS.

We are headquarters. Our assortment complete.

Comet Baseballs	5 cts.
Famous Baseballs	10 cts.
Junior League Baseballs	25 cts.
Boys' Professional Baseballs	50 cts.
Official League Baseballs	$1 25
Bats, 25 and 50 cents.	
American Dominoes	10 cts.
Quarter Dominoes	20 cts.
Crown Dominoes	35 cts.
Bone Dominoes	40 cts.
Chess, per set	50 cts.
Checkers, per set	20 cts.

Our stock of Drugs was never more complete. There's safety and economy in trading here.

EMORY BROS. & LACKEY, Registered Pharmacists.

This is a good ad. It ought to bring trade. Mr. Lackey has a good position in the paper he sends me, and if, as he says, the ad is changed weekly, and if he advertises specific prices, I see no reason why his advertising should not pay him. A few small improvements might be suggested. The ad might have given prices on fishing tackle instead of games, as the subject is made so prominent in the head. Mr. Lackey is on the right track, and so is his printer.

***

Edward L. Smith & Co., of some town which cannot be determined from data in hand, run the announcement of their millinery opening in the papers in fac-simile of handwriting. The wording of the invitation is commonplace, but it ought to make a striking appearance. Their zinc cut was not etched deeply enough, however, and it has offset badly, giving a very blotty appearance to the announcement.

***

Three ads are sent of Saul, the "clothier of man, woman and child from head to foot," in Albany and Troy. The ads look as if they were intended for book pages, and have evidently been set with a care out of all proportion to the success of the result. Two of them are very weak typographically because they have too much ornament. The one which has been set the best is headed "Laundered Shirts with the Starch Taken out of the Prices." The one whose wording I prefer reads:

Where else can you get Such a Shoe for $3?

Cut shows one shape. We've eleven others at same price. This style is made of the very finest Vici kid—Vici kid that will hold its color and not peel; hand-sewed; medium heavy flexible sole; round toe; patent leather tips; lace or button. For general wear there isn't a more desirable shoe made than this, the famous "Wear Resister." In cloth top and lighter soles, if you like.

SAUL,

Clothier of Man, Woman and Child, from "Head to Foot."

51-53 North Pearl Street.

***

Cripple Creek must be a queer place. Its queerness is the result, to a large extent, of its crudity, I suppose. Some of the queerness manifests itself in the Cripple Creek papers, and still more of

it appears in the advertising in those papers. One of the papers is the Cripple Greek *Guide*, which claims a guaranteed circulation of 12,000. The exchange of editorial compliments between the *Guide* and its rival, the *Times*, reminds one of the *Arizona Kicker* in its palmiest days. The *Guide* contains an ad which suggests some possibilities of Cripple Creek and other new towns which have not been largely developed. This is the ad:

What Do You Want Written?

A prospectus for your mining company? An advertisement for your business? A descriptive pamphlet about your town site? A speech in favor of free silver? An argument for the gold standard? An oration for Carnival week? An after-dinner speech? A short story? A novel? A sermon? A poem to send to your sweetheart? Anything? If you do, you can have it done by an experienced hand, for a reasonable price.

C. C. G., Box 261, Colorado Springs, Col.

C. C. G. must be a very versatile literary gentleman.

A correspondent sends another ad from the same city. This is the ad of Prof. A. Ray, teacher of the guitar, banjo and mandolin. It appeared in the Cripple Creek *Mail*. Prof. Ray is a colored man, and his ad is certainly novel. It represents the figure of a head, apparently made transparent by some X-ray process, in which are banjos, guitars, harps, pianos and all kinds of musical instruments, the inference being that Prof. Ray can put any of the instruments pictured into the heads of his pupils. The idea is Prof. Ray's own.

***

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

For any Business.

You're Safe with Us.

There are no strings to the guarantees we give you.

We plainly tell you what to expect from every purchase, and shift all the responsibility from your shoulders to ours.

We give you the fullest measure of protection, and satisfy our customers in every instance, regardless of the money loss.

We want you to look up to this as the model store, and trade here with the feeling that you're running no risk.

This is a store with a past—a past that'll bear the keenest scrutiny.

For a Hardware Store.

Be Ready

for the approaching hot weather. Buy your Gas Cooking Stove now. There is no easier or more inexpensive way of preparing the summer meals than by cooking with a Gas Cooking Stove. Grand variety here.

For a Tailor.

He bought a cheap tailored suit and got caught in the rain. Took it back, and was asked, "what did he expect for the price he paid?" "Couldn't do anything for him," etc. He comes to us and pays our price and gets our guarantee. He will have no more trouble about his clothes.

For a Dentist—(Evans, Washington).

"Not the Only Tooth in Your Mouth?"

Maybe not. But it soon will be, if you insist upon destroying them. No man's teeth will withstand, without treatment, the ravages of time and mastication. You know this, but have forgotten it.

For Furniture.

We Keep Up

our lines of Furniture and don't permit them to run down at this season, as is so often the case. You'll be sure of finding what you need here—finding it better here—finding it cheaper here. Satisfaction isn't the exception, but the rule, at this store.

For a Bicycle—(Grogan's, Washington).

Your Promise Buys the Bicycle!

We are in no hurry for the money—take your wheel and ride it—pay for it as you get paid—weekly or monthly—no notes, no interest. Another shipment of wheels has just arrived, among them the ———. No handsomer or more graceful wheels in the world. As evidence of our faith, we give the following guaranty with every wheel sold, no matter what the price:

We guarantee them—unconditionally—against breaks of every description—no matter how caused—and our repair shop is ready at a moment's notice to replace or repair any broken part absolutely free of cost.

We Can Astonish You.

Dentistry does not consist only of extracting and the making of artificial teeth. Don't be sure a tooth has to be extracted; consult us, and perhaps we can save it. We prefer to save rather than destroy. In fact, we are experts.

THE MAKING OF GOVERNMENT NOTES.

All the fiber paper used for money is made in the Crane Mills at Dalton, Mass., under Government supervision, but not by Uncle Sam. This paper is cut in sheets large enough to print four notes on, and then transported to the Treasury Department in Washington, where it is counted by women when it arrives. Every package must be counted several times before it is stored away until wanted by the Bureau of Engraving and Printing, to which quantities of it are sent every morning in securely locked trunks packed in burglar-proof wagons.

When the fiber paper arrives at the Bureau of Engraving and Printing it is counted, which is again done by women, and if the amount corresponds with the Treasury figures a receipt is sent back. This is all stored away in a chilled steel air-tight vault, and even if the rest of the building burned down the paper in it would be safe. It is quite a large room, with shelves along the walls to put the money on. Two large doors make it secure against robbers. These are like the doors of any safe, having combination time locks. One official is acquainted with each combination, but nobody knows both. The clock is set for 8 a. m., as that is the time the bureau opens, so, even were any dishonest person possessed of the double secret, he could not open it before that hour. Every bit of fiber paper used in the building must be called for here in the morning and returned again before the clerks go home.

Every printer has a female assistant. She gets each morning as much of the fiber paper as she thinks she can print in the course of the day, giving a receipt for it. If she finishes it and needs more she has to apply again for it. This paper she takes to her table, and, sheet by sheet, lays it on a board, brushes it with water, which makes it print better, places it in the machine, and takes it out at the other end, and with the backs of the notes printed on it. Each one as it comes out of the machine she puts at one side and lays a piece of tissue paper over it. When a certain number are done they are handed over to another woman, who counts them and separates all the imperfect ones.

The next step is to dry the notes. They are placed in trucks specially constructed for this purpose, having a number of trays made of wire netting, on which the notes are spread. The trucks are then put in a room heated for the purpose, and remain twelve hours or more. On being taken out the notes are again counted several times by women before going into the hands of the printers once more. They now have to have the faces put on. This is done in exactly the same manner as the backs were, except that it has to be done more carefully, as the fronts of the notes must be exactly opposite the backs. There is a little mark at the top and bottom of each sheet to serve as a guide, and the female clerks who do this work are so skillful that they practically never get them a sixteenth of an inch wrong.

Then the money has to be counted and dried and recounted as before. After that the next step is to take the money out of the tissue paper. The work is likewise done by women with wonderful expertness. Before being thrown away the tissue paper is all gone over once more to see if by accident any of the money may have stuck between the sheets. Then the money is recounted and examined for imperfections. If the least little defect of any kind is found on a note the whole sheet of four is discarded. Next each sheet is put between two pieces of especially prepared oiled cardboard and placed in a hydraulic press. Out of this it comes with the crispness which new bills always have. The pasteboard gives it a slight polish.

The money is not ready for circulation. Each note must be numbered. This is done with little machines worked with the feet, every woman having her own. The numbers arrange themselves automatically; all the operator has to do is to put the bill to be printed in and touch a pedal with her foot, and lo! it is printed. After this the cash is counted once more and the numbers examined. The ladies who do this work are so marvelously quick at it that they can average as many as sixty thousand a day, picking out any defective ones as they go.

The notes are now taken in hand by still other women, who have machines for trimming off the edges; only the sides are cut, however, now, the top and bottom margin being left on until they get to the treasury. The edges of paper cut in this way are not

thrown away; they are made into papier mache. Now the money has to be counted a few more times, and it is ready to leave the Bureau of Engraving and Printing, from which it is taken to the Treasury Department in the same wagons that are used to convey the fiber paper between the two buildings.

There is one very charming young woman in the Bureau of Engraving and Printing whose chief duty is to show strangers through the building. She knows all the ins and outs, and just how the work is done from beginning to end, and points out everything calculated to be of interest to visitors. The work of the men in this establishment is very little comparatively, as they cannot at all rival the women in their special branches of the business.

When the money arrives at the Treasury it is counted several more times incidentally to separating the notes and putting the red seal on. Then it is put in packages of four thousand notes each. These are about a foot cube and are now ready to go to the sub-treasury, banks, etc. The work is all done by women.—*Geyer's Stationer.*

AN AD THAT'S NEVER FINISHED.

P. T. Barnum frequently turned to his own advantage crowds that he caused to collect in front of his old museum by the simplest devices. When business was dull he would send a man out into the street with injunctions to carefully lay down several bricks at regular intervals on the sidewalk in a deliberate and mysterious manner, and as soon as he had attracted attention he was to pick them up and walk into the museum. Some of the people whose curiosity had been aroused by this proceeding invariably bought tickets and followed the bricklayer inside. There is a Chinese laundryman up on Sixth Ave. who may not have heard of Barnum, but he has evolved a somewhat similar scheme to boom his business. He not only washes clothes, but also sells Chinese curios. Several weeks ago he started to paint a sign on his front window. The word "laundry" was to appear in big letters, and when the Chinaman seated himself in the window and began to paint, a crowd collected outside. Perhaps the fact that the Chinaman started to paint his sign backward, beginning with the "y," may have been the excuse for it. At any rate, the Chinaman saw that he had stumbled upon a good thing, and, after spending half an hour in painting the two letters "r" and "y" he retired to the back of his shop. Several of the spectators outside went in to look at his curios. That evening the Chinaman wiped out the two letters that he had painted, and on the following afternoon painted them again for the entertainment of the crowd. He has been working on this sign ever since, and it is no nearer completion. The crowd that gathers each day to watch him has been the envy of every small shopkeeper in the block.—*N. Y. Sun.*

SAMPLE DISTRIBUTION.

People complain sometimes that their stoops, verandas and lawns are strewn with circulars and dodgers; that their letter boxes are filled with the literature of aggressive advertisers. These complaints have a foundation of reason. This method of advertising may degenerate into a nuisance, and the advertiser's money prove worse than thrown away. He may by this means turn people away instead of drawing them to his house. But let him, instead of scraps of paper mottled with printers' ink, distribute samples of his goods. It may be stove polish, it may be infants' food, it may be baking or soap powder. Every woman is glad to know of something that will make her housework easier, her children healthier. She is glad to try samples. Several breakfast cereals have been advertised first in this way. It was known by sample long before the newspapers and magazines told their readers where to get it. The article was well distributed, the demand was established, a good foundation was laid. A notable example of this sort of advertising is Quaker Oats. The little packages were left with thousands of families, and the broad-brimmed, benevolent, elderly man came walking towards us on the billboards. It was a long time before he reached the newspapers and magazines. When he did, thousands of children already knew him personally, and were ready to declare: "Oh, we have his oats every morning."—*The Billboard, Cincinnati.*

ONE VIEW.

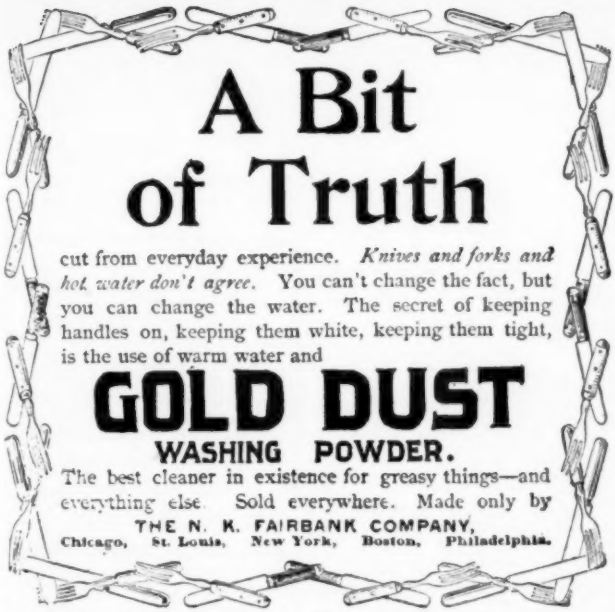
Pictures are merely adjuncts to the ad, often necessary, sometimes superfluous. Their purpose is to attract attention and to illustrate the text. When they dominate the ad they weaken it. Illustrations are like the good looks and good clothes of a salesman—a valuable help, but far from the real selling power. Nothing looks worse to me than a great big cut with a stingy little mortise left for the life of the ad—the argument.—*Advertising Experience, Chicago.*

CORRECT.

No inflexible rule can be laid down by which the merits of any large number of ads can be measured. What would make one ad successful might make another fail. All depends upon environment and circumstances, which are as unstable as the combinations of the kaleidoscope.—*Advertising Experience.*

ONLY DISTINCTIVE ADS SUCCEED.

In the mass of advertising claiming the attention of the reading public to-day only the distinctive ads, those that stand out in the foreground and show character, are successful.—*Advertising Experience.*



AN advertisement that seems to make an effective appeal to housewives who find a difficulty in keeping their knives and forks out of hot water and still keeping them clean.

THEIR STAMPS WERE ADS.

When, in 1862, it became necessary for the United States to adopt measures by which a portion of the revenue necessary to vigorously prosecute the war against the Confederate States could be raised, Congress decreed that a tax, to be paid by the means of revenue stamps, be levied on an extended list of articles. The stamps assessing the tax on these commodities were to be of the regulation "proprietary" issue or of a private, distinctive issue, as explained by the provisions of the revenue bill, as follows: "Provided, nevertheless, That any (manufacturer) proprietor, or (manufacturers) proprietors of proprietary articles shall have the privilege of furnishing, without expense to the United States, in suitable form, to be approved by the Commissioner of Internal Revenue, his or their own dies or designs for stamps to be used thereon, to be retained in the possession of the Commissioner of Internal Revenue for his or their special use, which shall not be duplicated by any other person."

Here was an opportunity for a bit of advertising which the enterprising patent medicine man could not overlook. Immediately private dies were brought into requisition and the medicine, perfumery, etc., manufacturer paid the tribute on his wares by a stamp which was an advertisement of his business. Among the firms that had private stamps were: J. C. Ayer & Co., Joseph Burnett & Co., Centaur Co., Perry Davis & Son, Hostetter & Smith, Johnson, Holloway & Co.; Merchant's Gargling Oil Co., Seabury & Johnson, A. Vogeler & Co., and others.

The Commissioner of Internal Revenue was the court who passed upon the fitness of the designs submitted, and he allowed the manufacturers considerable latitude. Some of the stamps are of odd size and novel design and a few are of grotesque appearance. The trade-mark of the issuing firm is common as the central design of many of the stamps, while as many more bear the likeness of the proprietor of the firm. The denomination and "U. S. Internal Revenue" were on each stamp.

It was ordered that the stamps be placed on packages or bottles in such a way as to insure mutilation of the stamps when the articles were opened. For instance, one of Ayer's stamps was of the stellated design and fitted over the cork of the bottle.

These stamps proved to be better ads than were ever dreamed of by their projectors. Even to-day, over thirty years after the issue of the stamps, they are standing ads, even though the proprietary tax has long since been repealed, for philatelists gather these stamps and place them in albums. They are listed in stamp catalogues, and dealers sell these revenues at prices ranging from one cent to fifty dollars each.—*Adv'g World.*

THEATRICAL managers need not make a show of themselves when they advertise.

ECONOMY.

Young Husband—Been shopping?
Young Wife—Yes.
Young Husband—Been economical?
Young Wife—So much so that I felt positively ashamed of myself.
Young Husband—Well, how much money have you left?
Young Wife—Oh, I haven't any money left, but you ought to see what bargains I got.—*Truth.*

PICTURES.

Pictures are undoubtedly the most profitable aids to advertising possible to have; whether in the newspaper, the circular or the show window, they appeal to the eye forcibly and quickly.—*Michigan Tradesman.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d. 8,000 S., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1895, Daily, 6,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday NEWS; established 15 years; 2 cents a copy; sworn circ'n 4,220 copies. Reaches the best homes. Ask for rates. Address C. M. SHAFFER & CO., Youngstown, O.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P.I."

SEATTLE POST-INTELLIGENCER. Largest circulation in the State.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; $100 a page; 25 per cent extra for specified position—if granted.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

Walter C. Swart

Advertising Agent....

Placing advertisements for insurance companies and agents a specialty.

Any advertisement placed anywhere, any time, for reliable people.

P. O. Box 830
128 Wall Street
Schenectady, N.Y.

The St. Joseph Daily Herald.

An Eight-Page, Seven Column Newspaper, containing Telegraphic Reports from all portions of the world. All the news of St. Joseph and the Great Northwest.

Intelligent editorial and carefully selected miscellany. Full, complete and absolutely correct market reports.

Special correspondence from Capitals of neighboring States. Published every day in the year. Mailed to subscribers at six dollars per year, in advance. We cater to a class of readers that will pay advertisers to cultivate.

8,000 - - Daily
8,000 - Sunday
9,000 - Weekly

H. D. La Coste, 38 Park Row, New York — In charge of Eastern Adv'ng Department

It is the only one

The Agent's Guide

New York,

has the honor of being the only true Agent's Paper published in the whole world

Completed its One Hundredth successful month with the April issue.

It pays advertisers wanting Agents or mail orders. That's why hundreds use its columns year after year.

Advertising 50 cents per line agate, or 40 cents on yearly orders; cash monthly in advance, or send through any reliable agency.

It is worth your while to send a quarter, for a full year's subscription. Address

AGENT'S GUIDE,
P. O. Box 434, New York.

"New England's Family Paper."

...THE...

Portland Transcript

The average circulation of the TRANSCRIPT in 1896 was

23,472.

More than one-half of the TRANSCRIPT'S readers live in Maine; nine-tenths of them live in New England.

Draw Your Own Conclusions.

Will it pay you to advertise in a paper of literary merit, the favorite of 23,100 New England households?

The Cost is Moderate.

A 4-inch ad costs $163.80 for six months. The same ad next pure reading matter costs $180.18. Why not write us?

TRANSCRIPT CO.
Portland, Maine.

The Circulation

accorded the Albany papers in *Printers' Ink*, issue of May 12, 1897, is not correct so far as it relates to

The ... Argus

THE ARGUS has the largest circulation of any morning newspaper in Albany. A sworn statement of the circulation of THE ARGUS for the month of April, 1897, showing an average

DAILY CIRCULATION OF

6,293

was left at 10 Spruce Street by a representative of THE ARGUS.

Send for sample copies of **THE ARGUS** and you will understand why

The Argus Leads.

THE ARGUS CO.,
Albany, N. Y.

The Circulation

OF THE

WILLIAMSPORT
(PA.)

Gazette and Bulletin

Is guaranteed to be as represented:

6,000 Daily,
4,000 Weekly.

For rates and copies of the paper address:

H. D. LaCoste,
38 Park Row,
New York.

You are told

by other builders that their presses are just as good as the

"New Model" Web
(for your newspaper),

or our

"Century" Press
(for your job department).

Is not that an acknowledgment of the superiority of our machines, when, by their own statements, they make them the standards by which a printer must measure the value of a press?

The Campbell Co.,

6 Madison Avenue, New York
334 Dearborn Street, Chicago

Make . . .
Advertising
Pay . . . .

THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896 to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches 15,035 families must pay advertisers.

A Queer Thing



IT is a queer thing that so many advertisers of proprietary articles fail to see that an aggregation of 630,000 thrifty American homes represents

5% of Our Whole Population

There are many ways to reach that large number of families, costly and otherwise; **LANE'S LIST** presents the quickest, best and lowest-cost way. A postal to to me will procure full particulars.

WALTER D. STINSON,
Augusta, Maine.

THE

TIMES-UNION

has a larger paid circulation than all the other Albany dailies combined.

BOOKS OPEN TO ALL.

Consequently it is the best advertising medium in the Capital City.

JOHN H. FARRELL,
Editor
and Proprietor
Albany, New York.

$250.00

for illustrated

Advertising Ideas

showing the value of

Safe Deposit Vaults,

as demonstrated by the almost incalculable losses by burglary, by fire, carelessness, etc., of jewelry, money, silverware, securities, and valuable papers of all kinds, furs, bric-a-brac, heirlooms, paintings, tapestries, etc.

For full particulars of the competition, names of judges, and other information, address

PETTINGILL & CO.

Advertising Agents,

120 BROADWAY, NEW YORK.

Volume XI. *Number 12.*

Constant in its influence.
Unceasing in its efforts.

Special Advertising

OF PARTICULAR THINGS BRINGS SPECIAL PRIVILEGES

in Select Mediums

— The Mason His Family

Identify yourself with

The American Tyler

The Largest General Circulation of any Masonic Magazine in the World.

DETROIT, MICH. CHICAGO, ILL. LONDON, ENG.

Trade Papers

THE advertising pages of trade papers are, as a rule, badly set The type used is mostly old fashioned and, in nearly every case, is pretty well played out. The display is bad throughout. A border is seldom if ever used. The consequences are that the papers are unsatisfactory and present a cheap appearance.

I want to make arrangements with trade papers to set their advertising pages and deliver to them electros of the full pages or parts of them. I am in a position to give them satisfaction, both in quality and price. I can improve the general appearance of the advertising pages of nearly every trade paper in the United States from 100 to 2 0 per cent.

All I request is that you will furnish your copy time enough ahead to allow me to set the ads properly and ship electros promptly.

Proprietors of trade papers are requested to write for terms, etc. They will find that, in addition to improving the general appearance of their paper and giving it a more prosperous look, they will please their advertisers and secure more and better business because of the vast improvement.

Address, with a copy of your paper,

WM. JOHNSTON,
Manager Printers' Ink Press.
10 Spruce St., New York.

Side Talks with Advertisers

TALK No. 4.

ECONOMY IN ADVERTISING.

Economy in advertising is care taken in the selection of mediums that will reach the greatest number of your possible patrons at the least possible trouble and expense. The high-class paper has more buyers among its subscribers than the "screamer." It is economy to patronize the high-class paper if you have high-class goods to sell.

The Detroit Free Press

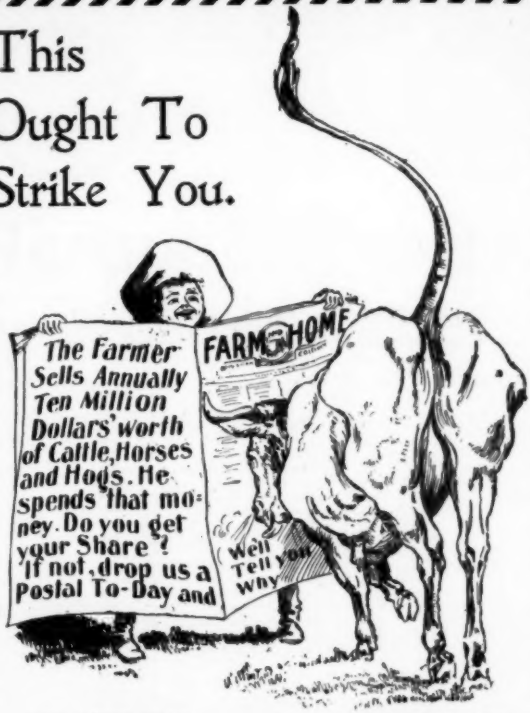
is read by the greatest possible number of the best people in the country. Its age and influence lend force even to its advertising columns. The "Twice-a-Week Press," the successor of the old weekly edition, reaches 200,000 people a week.

R. A. CRAIG,

41 Times Building, New York.

Written and designed by The Advertisers' Agency, Philadelphia and Buffalo.

This Ought To Strike You.



FARM AND HOME

REACHES SPOT **250,000** CASH FARMERS.

Farmers who pay as they go. Is this trade worth **anything to you?** You can get it by using this **great semi-monthly.** Two editions: **Eastern, 120,000 copies; Western, 130,000 copies. Remember,** the **farmers** are **55 per cent. of the population.** You **need them** in **your business.** Write us for rates and sample copies. **Circulation guaranteed.**

The Phelps Publishing Co.,

SPRINGFIELD, MASS.
27 Worthington St.

CHICAGO, ILL.
204 Dearborn St.



THE JOURNAL is the only paper in the South that prints a daily statement of its actual circulation. The register on its press is open to the inspection of everybody.



Atlanta Journal

Over Half a Million a Month.

Circulation of The Atlanta Journal During April, 1897:

April	1, Counter register	21,540
April	2, Counter register	21,470
April	3, Counter register	22,540
April	5, Counter register	22,820
April	6, Counter register	22,040
April	7, Counter register	22,210
April	8, Counter register	23,880
April	9, Counter register	22,220
April	10, Counter register	25,680
April	12, Counter register	22,350
April	13, Counter register	22,250
April	14, Counter register	22,680
April	15, Counter register	22,810
April	16, Counter register	22,800
April	17, Counter register	23,530
April	19, Counter register	22,900
April	20, Counter register	22,110
April	21, Counter register	22,460
April	22, Counter register	22,540
April	23, Counter register	22,510
April	24, Counter register	23,330
April	26, Counter register	22,210
April	27, Counter register	22,570
April	28, Counter register	22,290
April	29, Counter register	22,070
April	30, Counter register	22,230
	Total	588,040

AVERAGE PER DAY . . 22,617

This is the largest circulation of any newspaper, morning or evening, between Baltimore and New Orleans.

THE ATLANTA JOURNAL.

HOKE SMITH, President. H. H. CABANISS, Manager.



MONTREAL LA PRESSE.

Greatest Circulation in Canada.

Week ending May 1st, 1897,

60,115.

There are eight Daily newspapers in Montreal—four of them published in the French language. Three show their actual average issues for 1896, as follows:

La Presse . . .	52,730
Witness	14,491
Gazette . . .	7,394

"LA PRESSE has undoubtedly the largest Daily circulation in Canada. It is a favorite of the French-speaking Canadians, and many of those who emigrate to the United States continue to read LA PRESSE. There are other New England manufacturing towns in which LA PRESSE has from 100 to 200 subscribers."—PRINTERS' INK, April 21st, 1897.

The S. C. Beckwith Special Agency,

Sole Agents for the United States,

NEW YORK and CHICAGO.

AND STILL IT LEADS....

The AMERICAN AGRICULTURIST Weekly continues as in the **past** to **lead the agricultural press** of the country. Having the **largest** and **most widely** distributed **circulation,** it is **easily** the **best medium** for the **advertiser** of any class who **wishes to reach the farmer.** It is divided as follows:

AMERICAN AGRICULTURIST
NEW YORK.

Circulation, **72,000**
Covering the Middle and Southern States.

ORANGE JUDD FARMER
WESTERN EDITION, CHICAGO.

Circulation, **57,000**
Covering the Central and Western States.

THE NEW ENGLAND HOMESTEAD
EASTERN EDITION, SPRINGFIELD, MASS.

Circulation, **36,000**
Covering the New England States.

REMEMBER, each Edition covers thoroughly the section in which it circulates, and is subscribed for and read by the intelligent and well-to-do farmers of the country.

The Total Circulation is

EACH **165,000** WEEK.

Covers the whole Country or any part of it.

Orange Judd Company,

NEW YORK, 52 Lafayette Place.
CHICAGO, Marquette Bldg.
SPRINGFIELD, MASS., 27 Worthington Street.

HIS LIFE STUDY.

Probably no man in the United States is better informed about newspapers than Mr. Rowell. Newspaper work has been his life study.

—Brooklyn Eagle, March 24, 1897.



With its surpassing excellence thus admitted on all sides,

THE EVENING POST

goes further, telling exactly how many copies are printed. In consequence of its character and known great issue, as shown, the advertising public cheerfully pay THE EVENING POST the price it asks for advertising.

Mr. Rowell, in "Printers' Ink,"
April 7, 1897.

The best paper pays best

"The best advertisement," according to the experienced gentlemen of The Geo. P. Rowell Advertising Co., "is the one that tells what you want to say in the fewest and plainest words. So word your advertisement that it will be understood. So display it that it will catch the eye. Insert it in the best daily paper—mind you, THE BEST. If the advertisement is as good as it should be and the display is as good as it can be, one insertion ought to do the business. To do more business prepare a new advertisement."

The gentlemen are right. It is THE BEST papers that pay best. *In Springfield, O., the REPUBLIC-TIMES is admittedly the best paper*, and Springfield's a mighty good town.

The Hosterman Pub. Co.

Springfield, Ohio.

1227 Am. Tract Soc. Bldg.,
NEW YORK.
50 Hampshire Block,
CHICAGO.

Advertising did it

> The ears of customers can only be reached by solicitors or traveling salesmen, and but a few of them can be addressed at once; but ads are addressed to the eye, and can be seen and read by thousands at the same time.
> — PRINTERS' INK.

Since I started in the ink business (January, 1894) I have received over thirty thousand (30,000) orders, and not one of them ever left my office without my first receiving the money. They came from every State and Territory in the Union with the exception of Alaska. I have also sold inks in Mexico, South America, Europe, Asia, Australia and the Sandwich Islands. My business has been built up solely by advertising in PRINTERS' INK, as I never employed an agent and never expect to. If I had twenty salesmen covering every part of the country, their total number of orders would not equal the number I received, and I would not get the cash with every order as I do now. I keep no books. I make no bad debts. If you don't send the money you don't get the ink. If the goods are not found as represented they can be returned, and I pay all charges. Send for my price list. Address

Printers Ink Jonson

8 SPRUCE STREET, NEW YORK.

A Careful Investigation

Will convince every one that under the New Management

THE CHICAGO DISPATCH

is one of the CLEANEST, BRIGHTEST and PROGRESSIVE Newspapers of the day.

OLD METHODS
OLD POLICY
OLD IDEAS
OLD PRINCIPLES

HAVE BEEN OBLITERATED.

ITS AIM NOW IS TO PRINT

All the News that is Wholesome.

NOTHING MORE, NOTHING LESS.

ADVERTISERS will now find **THE DISPATCH** read in a great majority of the HOMES, OFFICES, BUSINESS HOUSES and FACTORIES, and on ALL the TRAINS and STREET CARS in and about CHICAGO.

Eastern Office:
517 TEMPLE COURT,
New York.

HOME OFFICE:
115-117 Fifth Avenue,
CHICAGO.

Black Spots Before Your Eyes



BLACK SPOTS BEFORE YOUR EYES! You see half the picture on the page, while the other half is blurred. You have had such an experience. By and by it will pass away, and then a headache comes.

R·I·P·A·N·S Tabules

will drive away the whole trouble in twenty minutes.

An occasional Ripans Tabule will prevent its return.

5c WHY IT PAYS ADVERTISERS 5c

ELMIRA TELEGRAM

The People Who Purchase It Have Money

..THE..

FIVE 5c CENT

SUNDAY PAPER

Is Always Purchased By People Who Have The Stuff

Having It To Purchase A Five-Cent Paper They Have It To Purchase Good Goods From The Advertiser

GIVE A TRIAL ORDER AND SEE WHAT COMES FROM 250,000 TELEGRAM READERS

H. S. BROOKS, President and General Manager.

A. FRANK RICHARDSON,
New York. London. Chicago.

ELMIRA TELEGRAM

5c IT SELLS FOR FIVE CENTS 5c

1897

THE AMERICAN NEWSPAPER DIRECTORY for 1897, June issue, is now ready for delivery.

The subscription price for one copy is five dollars, as heretofore.

Orders are solicited for the June issue, or for an annual subscription covering the four quarterly issues of the Directory, which will hereafter appear on the first day of June, September, December and March, and a yearly subscription for PRINTERS' INK.

The price of an annual subscription, as specified above, is twenty-five dollars; and every subscriber becomes a member of

A Confidential Information Bureau Concerning the Character and Circulation of Newspapers,

and as such member, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, will be entitled to and allowed the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 5,000 copies per issue.

Such confidential reports will be supplied to subscribers whenever called for.

For further information address

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce Street, New York.

From the Chicago (Ill.) Daily News, August, 1880:

Messrs. Geo. P. Rowell & Co.'s *American Newspaper Directory* has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the Editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s *American Newspaper Directory* is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

EVERYBODY

Within 250 miles of Spokane, Washington, with money to spend, buys and reads from beginning to end either the Daily and Sunday or The Twice-a-Week

SPOKANE SPOKESMAN-REVIEW

Spokane has prospered greatly during the last year. Each month, of all the cities in the United States, Spokane has shown the largest percentage of increase in her bank clearings over the corresponding month of the preceding year.

oooooooooo

BANK CLEARANCES.

1895	$20,082,564
1896	$25,040,627

Largest circulation of any paper in Kansas and Oklahoma.

The Wichita Daily Eagle

Established 1872.

Published for the people of Kansas and Oklahoma.

No daily journal in the United States covers its territory more thoroughly and satisfactorily than THE EAGLE.

R. P. MURDOCK, Bus. Mgr.



Tribune Building, N. Y. The Rookery, Chicago.

...The...

Seattle Times

LEADS AS USUAL.

The average circulation of The Seattle Daily Times for the months of January, February and March, 1897, was : : : : :

8,064 Copies

The smallest number circulated during the time mentioned was 7,623 copies on January 4th, and the high-water mark circulation was reached on March 17th, when 11,835 copies of THE DAILY TIMES were printed and *sold*.

THE TIMES is an every-day known circulation newspaper. It is the only paper in the State of Washington that publishes each day its actual circulation. The only paper in the State that gives advertisers full and free access to its press-room and circulation books, and a counting machine in the business office shows to the public the exact number of papers printed as they come from the press. Advertisers need use only THE TIMES to reach the purchasing people of Seattle and near-by towns.

For rates, information, etc., write

The S. C. Beckwith Special Agency,

NEW YORK AND CHICAGO.

The
Advertising
on the
Brooklyn
"L"
has no equal anywhere.

It gives the only real
display ever seen
on any elevated railroad.
It was originated
by us and will be
kept at the front always
by us —
and live advertisers
appreciate it.

GEO. KISSAM & CO.
253 Broadway,
New York.



The...

Poster Display

on the

Brooklyn "L"

is simply unapproachable.

The finest examples of poster art—constant changing and renewing of bills—keep the display bright, attractive and remembered.

126 Posters

$100 per month on yearly contracts for posters 30 x 52 inches. How can you beat it?

GEO. KISSAM & CO.
253 Broadway,
New York.

Some People

.. .. .. don't quite understand how it is that we keep our .. ..

cars full of bright, live ads.

Well, the secret is easily guessed. Advertisers of known fame do business with us continuously because our system, methods and real value of

street car advertising

as conducted by us is so evident that they "get the best." The moral is obvious.

GEO. KISSAM & CO.
253 Broadway, New York.

Advertising

Involves the expenditure of large sums of money. Every one is anxious to so conduct it as to secure the greatest returns for the outlay.

To ask advice of those who have had experience is most natural, and as PROFESSIONAL advertisers we are often called upon to give such instructions as will enable the inquirer to avoid unremunerative expenditures.

AS ADVERTISING AGENTS we offer the facilities which we possess to the advertising public, with confidence in our ability to be of service ; and, although prepared to negotiate the largest transactions, we are anxious to secure the patronage of small advertisers, and we make it a rule to give to an order for a single paper, which may amount to no more than one dollar, the same care and attention which would be bestowed upon one amounting to hundreds of thousands of dollars. When it is understood that the convenience of an Advertising Agency like ours costs the advertiser nothing—our services being paid for by the publishers entirely—there would seem to be no reason why advertisers should not invariably avail themselves of them.

The Geo. P. Rowell Advertising Co.,

10 Spruce St., New York.